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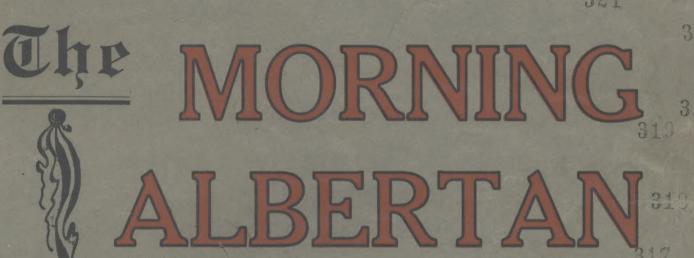
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Dr. William Egbert

ose Charitable Work and Philanthropic Endenvors Have Aided Scores of Families in Calgary and Whose Aid in Municipal Affairs Has Been One of the Factors Responsible for Placing Calgary in the Metropolitan Class





DR. WILLIAM EGBERT

Professional ethics forbid the advertising of many of the achievements of men who have spent years in perfecting themselves in the vocations chosen for their life work, yet these deeds forbid the overlooking of work of professional men which has entered into the upbuilding of the city and the development of the Province of Alberta.

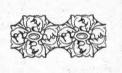
While the city was attaining the attitude of the metropolis. Dr. Egbert was one of the most active physicians. He instituted the Columbia Hospital and conducted it successfully for years. He is today one of the prominent, progressive and successful men of the Canadian West. Humanitarian sentiment has been the power behind his accomplishments.

Dr. Egbert was born in Welland County, Ontario, his father being a prominent farmer of the district. On the farm the young man's future policies were moulded. With his parents he went to Haldimand County, Ontario, in the days when the country was covered with heavy timber, and at the age of sixteen entered the high school at Dunnville, Ont., in the same county. After graduation he entered the Ottawa Normal School, completed his course with ville, Ont., in the same county. After graduation he entered the Ottawa Normal School, completed his course with honors and accepted a position as principal of the public school from which he had graduated years before, holding that position for five years. He resigned to study medicine, entering the Toronto Medical College, from which school he graduated. Dr. Egbert was not content with partially perfecting himself in the medical profession and after graduation went to London, England, where he spent a year in practical work in the several large hospitals of that great city, returning to Milverton, Ontario, to practice his profession. For fourteen years he was one of the best known physicians and surgeons in the Eastern provinces, his surgical training winning fame for him. After these years in Milverton he devoted a year to practical work in New York hospitals and came west to Calgary in 1904, being the fourteenth physician to cast his lot with the city.

Professional duties, however, have not been allowed to prevent Dr. Egbert from taking an active interest in the welfare of the municipality. In 1909 he was elected a member of the city council by a large majority, having made little effort to secure the seat. Dr. Egbert was again elected to the aldermanic board the following year, 1910, and for a time was acting mayor of the city. His interest in civic advancement has never lagged, even though he has declined the earnest entreaties of friends to again take part in the municipal government. It was during the year 1910 that Dr. Egbert was selected to fill the position of paymaster of the 103rd Regiment, Calgary, which position he still

While carrying on his profession, as well as taking anactive interest in municipal affairs, Dr. Egbert has been a potent factor in the advancement of Calgary industrially. He has associated himself with several industrial and financial concerns, and has in that manner contributed far more than his quota towards the general development of the city. He has been as it were a tower of strength to those companies with which he has thrown in his lot, having brought to his co-directors, the benefit of his vast experience and matured judgment.

Of late years Dr. Egbert has contributed a great deal of his time to the upbuilding of Alberta Financial Brokers Limited of which he is President. Through his efforts in November of 1912, the capital stock of the company was increased to \$2,000,000.00 of which \$1,300,000.00 is paid up. At the time several men of solid financial standing were taken into the company with the result that today the Alberta Financial Brokers Limited is recognized as one of the strongest financial organizations of the Dominion of Canada.



Archibald D. McLean

Managing Director of Alberta Financial Brokers Limited, Who Has Attained Success Through Strict Adherence to Sound Business Principles and Whose Career Is Marked with the Carrying of Every Endeavor to Ultimate Successful Completion



When Archibald D. McLean, now Managing Director of the Alberta Financial Brokers Limited came to Calgary and established the company which has grown to a position of prominence among financial concerns of Canada, he adopted business policies of merit and uprightness. He steadfastly clung to methods which are today followed by the company and because of his strict adherence to these astute principles, the growth of the scope of the corporation has been remarkable.

From an office staff consisting of himself and the bookkeeper, the staff of the Alberta Financial Brokers Limited has grown to number more than one hundred, twenty-five of these men being stationed in branch offices throughout

Eastern Canada.

Archibald D. McLean was born near Beaverton, Ontario, his father being a prominent farmer of the district.

Archibald D. McLean was but three years of age he was left an orphan. He was then placed in charge of his uncle, Archibald When the son was but three years of age he was left an orphan. He was then placed in charge of his uncle, Archibald McMurchy, a prosperous farmer near Harriston, Ontario, where he devoted his time and energies until twenty-one, McMurchy, a prosperous farmer near Harriston, Ontario, where he devoted his time and energies until twenty-one, McMurchy, a prosperous farmer near Harriston, Ontario, where he devoted his time and energies until twenty-one, McMurchy, a prosperous feet the soil tilling tribulations of Ontario and removed to Western Canada. Here it was attaining his majority, he left the soil tilling tribulations of Ontario and removed to Western Canada. Here it was that Archibald McLean laid the foundation for his future success. His exceptional powers of foresight, together with that Archibald McLean laid the foundation for his future success in the same peaked to him as an organizer, he finally threw in his lot with the Great West Life Insurance Company, which has since become one of the great institutions of Canada. His efforts with this company spelled "success". He was termed by the department with which he was commected "A Leader". But, realizing that a greater scope for his energies would lie in the building up of a younger company, Mr. McLean after two years with the Great West Insurance Company Joined the Prudential Life Insurance Company (at that time a comparatively young organization) as Provincial Manager for the Province of Saskatchewan. Here he met with success in a superlative degree. He laid the foundation for, and perfected a wonderful selling organization. Such an organization was, as can readily be seen a great boon to a new company. In the year 1909 Mr. McLean established a Dominion record by writing personally over three-quarters of a milli Eastern Canada. Archibald D. McLean was born near Beaverton, Ontario, his father being a prominent farmer of the district.



A. D. McLEAN



Colonel W. C. G. Armstrong

Progressive Calgary Pioneer Whose Deeds Have Accomplished Much for the City and Whose Activities Brought About the Organization of the 103rd Regiment, of This Western Metropolis





COLONEL W. C. G. ARMSTRONG

Colonel W. C. G. Armstrong was born in Sleaford, England, his father being a well-known miller of the dis-Colonel W. C. G. Armstrong was born in Sleaford, England, his father being a well-known miller of the district. Having a pioneer spirit and recognizing the possibilities opened to young men by the Canadian West (which at that time was little known) Col. Armstrong left his mative abode and emigrated to Canada. It is hard for us living as we now are, surrounded by the most modern conveniences to realize the seriousness of such a move in the early days. But to a young man with the eagerness and determination "to make good" such as possessed Col. Armstrong, it was an opportunity which offset by far the hardships to be endured. And it was that self same determination which led him to leave Old England and enter into a life, to say the least, full of uncertainties which stood him in good stead in later years, and which was the fundamental secret of the great success with which he afterwards met.

It was in the year 1893 when Col. Armstrong arrived in Calgary over twenty years ago. Needless to say he found but little to cheer him in the bleak surroundings with which he was greeted. But this did not quell his determinination, nor destroy his faith in the country, which has since been justified. With the instinct of a true general planning a great campaign, the Colonel planned his work, then worked his plan. He could see in the little hamlet Calgary a great industrial centre. Was this intuition? No: It was a true vision which eminated from a logical brain. And all Col. Armstrong's undertakings have been permeated with the full force of that same logic. It is that which has made his opinion and advice much sought for by those with whom he has come in contact in later

is that which has made his opinion and advice much sought for by those with whom he has come in contact in later

Perhaps the Colonel's greatest work from a public standpoint was the organization of the 103rd Regiment, of which he is at the present time, Commander. This Regiment from the standpoint of a military man has met with phenomenal success, and the Colonel is justly proud of the officers and men enlisted under his command.

But the Colonel's activities have not been confined to individual lines. For two years he was a member of the city council. It is interesting to note that it is to Col. Armstrong to whom we are indebted for the beginning of

municipal ownership in this city.

Col. Armstrong is extensively interested in a number of industries in the city. He was one of the prominent.

organizers of the Calgary Building Society, which has provided homes for scores of deserving residents, and was one of its directors for several years. He was the builder of the Armstrong Block and a number of other buildings in the

of its directors for several years. He was the builder of the Armstrong Block and a humber of their buildings in the city. His connection with industrial and financial concerns has been synonymous with success.

Much of the Colonel's time is now taken up through his connection with Alberta Financial Brokers Limited, of which company he is Vice-President. This company is one of the strongest financial concerns of its kind in the Dominion, having an authorized capital of \$2,000,000.00 of which \$1,300,000.00 has now been paid up. Alberta Financial Brokers. ers is indeed fortunate in having as one of its foremost directors a business man of the sterling worth of Col. Armstrong. His varied experience, his reputation as a financier, and his integrity as a business man will lend to it a source of great strength. The company's record speaks for itself. In it one can see the handwork of men of the stamp of Col. Armstrong. Men who have been tried, and have won. Men who have proven themselves, through the course of a successful career to be practically infalliable. Alberta Financial Brokers Limited owes its success to the

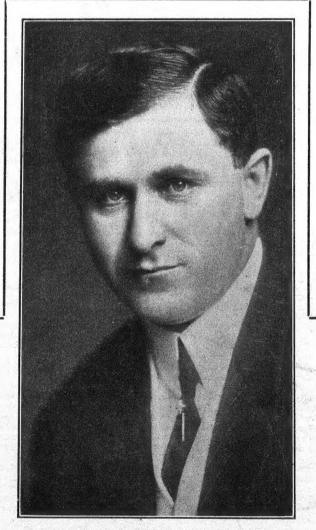
course of a successful career to be practically infalliable. Alberta Financial Brokers Limited owes its success to the management of such men.

Col. Armstrong is truly a self-made man. Without so much as a friend to shake his hand and welcome him when he landed in this great country, with but little more than transportation to Calgary, the Colonel has achieved, entirely through his own efforts a position of prominence. He is a man among men. Having a strong personality, he has won hundreds of friends, by all of whom he is greatly respected. His success has not made him any less the benefactor to the man who has not been so fortunate in life, nor has it detracted in any degree his genial and friendly manner. Always with a thought for the betterment of his fellowman and for the advancement of civic affairs, Col. Armstrong is indeed a central figure in the community in which he lives.

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Full information regarding Peace River, Fort McMurray and the North Country.

Phone 81876, Edmonton, Alta., for full particulars.

Calgary, the Live Stock Center

Industry Grows By Leaps and Bounds in Alberta, Adding Dollars to the Treasury of Dealers of this City—Climatic Conditions Are Ideal

Calgary is soon to be the livestock centre of the Further West.

Although the livestock industry of the surrounding country, and the Province, has been building up rapidly, only within the past two years has it become impressed upon the public mind that Calgary's ultimate destiny will be more closely interwoven with the livestock situation than with many other features of a city's development.

It was not until the tariff on cattle was removed by President Woodrow Wilson, and experts began to investigate the stock possibilities of the future, and more investigation followed the demand for union stockyards, that it was realized how potent are the livestock possibilities of this district.

The removal of that tariff proved exactly where Calgary stood relative to the livestock industry of the West. The day of tariff removal saw Seattle and Portland bidders on the Calgary market for Alberta hogs. The hog breeders were at that time a trifle beyond the home demand, and prices touched as low as 6½ cents. When the coast buyers appeared prices began to rise until the producer is now realizing between 8 and 8½ cents for his hogs, with prospects for further increases.

Before the tariff removal top prices for cattle were around $6\frac{1}{2}$ cents. When the market was enlarged it took an immediate jump of one cent a pound which to the Alberta producer meant a difference of about \$14 on a fair sized bullock.

WIDE FIELD FOR ALBERTA CATTLE

The tariff removal proved indisputably that under normal conditions there is a wide field for Alberta cattle, and it is interesting to study the map and see exactly how far that field extends. Cattle men say that it is not limited to Seattle, Portland and British Columbia only.

Breeders assert that Salt Lake City is just as near Calgary as Omaha, and that territory West of Salt Lake City down to San Francisco is nearer the Calgary market than any other large stock centre. Calgary is blessed with a field of millions, if the city takes advantage of the situation by encouraging the development of the livestock of Alberta, and stimulates it by the erection of stockyards, on a large scale.

CALGARY HOLDS THE WHIP HAND

With proper railway development there is no reason why Calgary should not control the livestock situation of the district. A good start in this direction is being made in the construction of the Calgary-Fernie railroad, upon which 50 surveyors are now working. This road, running southwest through valuable coal, gas and oil areas, through what is known as the Gap in the Rockies, west of High River, makes direct connection with the Great Northern in the vicinity of Michel, and provides a short route to Seattle and Coast points. Promoters of this road interested in the rapid development of Calgary, promise that the date of its completion will not be far distant.

Experts say that there will be little Alberta and Saskatchewan live stock shipped east from now on to endure the long and unsatisfactory haul to Montreal and across sea to Liverpool, but that the big bulk of it will be shipped to the market just opened to the south. It is a well known fact that while the population of the States has increased greatly in three years, the live stock production has decreased 20 per cent.

That Alberta will be able to cope with the demand, even if this large territory is all opened is not doubted.

Alberta has always been noted for its live stock, even although the tariff virtually closed the southern market to it, and put a check to some extent upon the production.

STOCK INCREASES IN 1913

Despite the fact that Alberta shipments, and the amount handled at Calgary show vast increases within recent years, while the last "Round-Uup" census taken at the close of 1912 showed the total live stock in the province at that time to be 295,000 horses, 1,551,407 cattle, 179,000 sheep, and 243,500 hogs. Large increases were made during 1913, particularly in hogs. The sheep raising industry shows material signs of increase.

It is interesting to note the increase in the total shipments from 1905 to 1913:

	Horses	Sheep	Hogs	Exports
1905	13,000	41,000	15,000	85,000
1906	20,000	57,000	30,000	115,000
1907	11,000	29,000	29,500	81,000
1908	13,600	41,000	48,500	99,000
1909	21,000	37,000	61,000	132,000
1910	28,000	60,000	51,000	158,000
1911	31,000	50,500	59,000	138,000
1912	35,000	130,000	95,000	141,000

SHIPMENTS SHOW BIG GAINS

Figures compiled by United States Consul Reat for his government show that the live stock shipments for 1913 from the Calgary district across the line were \$371,064 as against only \$108,833 in 1912, a gain for the year of over 300 per cent. This is the best indication of the stimulus that the removal of the tariff has given the live stock industry in this part of the country.

Western Canada has won the grand championship for grain fed steers for two years in succession at the International Show at Chicago, J. D. McGregor of Brandon, carrying away these honors and his steers never saw corn.

When it has pleased Alberta producers to send range-fed cattle to the Chicago market they have invariably won top prices. Ed Maunsell of Macleod sent a carload of range fed cattle to Chicago last fall and was paid top prices, George Lane has secured top prices as have Day and Cresswell of Medicine Hat, and B. Spencer of Milk River.

The McCormick Manufacturing Co., Ltd.

Wholesale Biscuit and Candy Manufacturers Have Filled a Long Felt Want by Establishing a Branch in Calgary and Whose Products Are Gaining Favor Throughout the Canadian West.

"McCormick's High Class Biscuits and Candy—1,500 Varieties. Factory, London, Canada. Branches, Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, St. John, N.B., and Port Arthur."

N ORDER to become identifed as one of the leading factors in supplying the wants and demands of a discriminating people, and thereby aiding in the development of a city of the importance of Calgary, an institution must have given some material evidence that real effort has been exerted and not only show

that real effort has been exerted and not only show specific performance for the good of the community but prove the superiority of its products.

Immediately following the transition of a city from a small town to the dimensions of a metropolis,

Immediately following the transition of a city from a small town to the dimensions of a metropolis, the exacting public begins to look for those things to which they were accustomed in the larger centres and through which they may enjoy life to a greater degree. With the growth of the city the establishments of concerns peculiarly adapted to supplying these wants, necessarily follows. Modern conditions have engendered a desire for the best products of modern effort and the city that provides them goes a long way toward the inculcation of refinement in its populace.

One of the younger institutions in Calgary of which the city is justly proud and which is filling the

wants of an exacting people is the McCormick Manufacturing Company, Limited, wholesale dealers in biscuits and confectionery manufactured from the most wholesome raw materials at their factory at

London, Ontario.

Three years ago this enterprising company recognized the leadership of Calgary as the industrial center and distributing center of the province of Alberta and the branch was established with a small stock. Because of the excellence of the products handled by this company the name and fame of the McCormick dainties spread rapidly until the warehouse at Eleventh Avenue and Fourth Street West is now filled to overflowing with a complete stock ready to be shipped to retailers in all parts of Alberta and British Columbia. Confidence in the future development of Calgary has caused the management of the McCormick Company to make the Calgary branch the distributing point for the entire province, this being the only branch of the concern in Alberta.

Under the careful and conservative management of C. H. Kenney who has spent many years with this large company, the business of Calgary has grown by leaps and bounds. Shortly after the branch was established Mr. Kenney took charge after spending several years in similar institutions in Winnipeg, Hamilton and Ottawa. Because of the magnitude of the business and the expansion of the territory four travelling salesmen are employed with headquarters at Calgary, and are supplying a longfelt wants in the smaller towns and cities of the two provinces by bringing to the very doors of the consumer, the daintiest and freshest biscuits and candies obtainable.

The magnitude of the company may be partially ground by the leavest entirely after the barrees and in the partially ground by the leavest entirely after the branch of the company may be partially ground by the leavest entirely after the branch of the company may be partially ground by the leavest entirely after the branch of the company may be partially ground by the leavest entirely after the branch of the company may be partially ground by the leavest entirely after the leavest entirely after the branch of the company may be partially ground by the leavest entirely after the branch of the company may be partially ground by the leavest entirely after the branch of the company may be partially ground by the leavest entirely after the branch of the company may be partially ground by the leavest entirely after the branch of the company may be partially ground by the leavest entirely after the branch of the company may be partially ground by the company may be partially ground the company may be part

The magnitude of the company may be partially grasped by the layman when it is stated that the McCormick factory turns out 1,500 varieties of biscuits and candy.

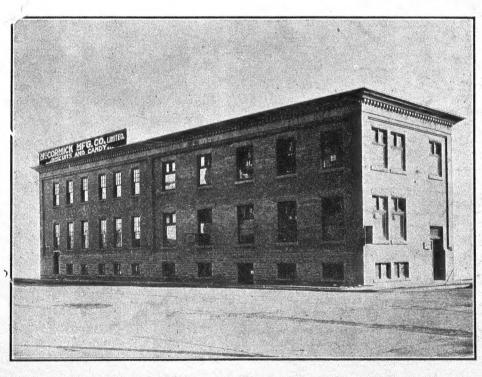
Because of the hundreds of different dainties manufactured the McCormick buyer is given the opportunity of choosing the best from a large field and the most exacting purchaser finds his wants satisfied in the McCormick list.

Merchants of Canada covered by all the branches are being aided in the furnishing of



their stores by this company which is providing handsome show cases and biscuit racks for the display of McCormick products in a tasty manner. Biscuits shipped in airtight tins retain their delicate taste and freshness from the factory to the consumer, this feature being one of the secrets of the popularity of the London products.

More than 4,000 square feet on the ground floor and in the basement is required by the Calgary branch for the proper display of the large stock carried and four men are kept busy from morning until nightfall dispensing these products and consigning the shipments to scores of towns tributary to Calgary.



McCORMICK MANUFACTURING COMPANY, LIMITED Calgary Branch, 354 Eleventh Avenue West —Biscuits and Candy.

PAGE THREE

THE MORNING ALBERTAN

100,000 POPULATION IN 1914

"CALGARY LEADS"

As a Milling, Railroad and Manufacturing Center.

For Sound Business Investment.

In Manufacturing Possibilities.

As a Wholesale Distributing Center.

For the Meat Packing, Flour Producing, Hub of the Empire.

The Hundred Thousand Population and Book Edition of THE MORNING ALBERTAN is published for the purpose of proclaiming to the world the supremacy of Calgary as a financial, agricultural, educational and residential centre, and to call attention to the marvellous growth and prosperity of Alberta's commercial city.

A PROCLAMATION

WE, THE BUILDERS, MANUFACTURERS, MERCHANTS, AND BUSINESS MEN GENERALLY, who are interested in the industrial and commercial welfare of Calgary, desire to call attention of other communities to the remarkable growth and prosperity of this, the natural centre of the richest farming country in Western Canada, and to set forth the advantages presented to those entering business here.

CALGARY HAS A HISTORY OF REMARKABLE DEVELOPMENT in every department of activity. Population, bank clearings, building permits, customs receipts, all show a percentage of increase during the past ten years which can only be described as phenominal.

THE FUTURE BELONGS TO CALGARY. Great as its growth has been in the past, the next ten years will see that which will make the achievements of the past insignificant. The resources of the extensive district which is tributary to Calgary have been recognized as of unprecedented value, but their development has scarce begun. Surrounding Calgary lies a kingdom, vast in extent and a veritable farmer's paradise. A portion of this vast empire has not yet been penetrated by the steel of railways. When transportation now planned is provided, it will become the home of millions.

CALGARY IS IN EVERY RESPECT A PROGRESSIVE CITY. Its many and extensive manufacturing establishments, its universities, colleges, schools, churches and public buildings afford incontrovertible evidence of the truth of this statement.

IT IS TO MAKE KNOWN ITS MERITS and its desirability for those contemplating engaging in a business venture and desirous of making their homes in a city which is ever moving forward, quickened with a spirit of ambition and energy, that these facts are set forth regarding the City of Calgary.

WE, THE BUSINESS MEN OF THIS CITY, close this proclamation with a cordial invitation to all to come and share the advantages offered by this progressive industrial community with its assured future as one of the foremost cities of a great Dominion.

ADDITIONAL INFORMATION CONCERNING CALGARY, the surrounding district, and the opportunities offered, may be obtained by addressing the Mayor of the city, Industrial Commissoner Andrew Miller, the Board of Trade, any of the business firms of the city whose names are found below, or the Calgary Morning Albertan.

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Calgary Attaining High Plane of Development Faces Future With Greatest Confidence

Epoch Making 1913 Saw Construction of Public Buildings and Utilities For First Time Almost Within Range of Meeting Demand

HE year 1913 will be regarded by the historian in after years as one of unusual importance, for in some respects it was epoch making. If we add the first two months of the present year, its peculiar interest is increased. The city reached a certain high plane in its development, and for the first time during the rapid development of many years, accommodation began to approach the supply, and services began to be sufficient for the needs. Two new railways, which have been pointing this way for some years, reached the city, and are now serving the citizens. For thirty years Calgary had been a city served by one transcontinental railway. Despite this handicap it had its remarkable development. Now it is served by three railways, the two additional roads not only furnishing competition but opening up rich new areas of country with prosperous towns and villages. That happened in the last twelve months.

The new Calgary shopping district, the pride of every Calgary citizen, was completed. That includes the Hudson's Bay store, one of the best equipped, perhaps the best equipped in Canada. Altogether the new shopping district, which has been completed in the last twelve months, is the most elaborate of any Western Canadian town, and is valued at least \$10,000,000.

Other large undertakings, marking great development in the city were concluded during the year. The vast new C.P.R. railway shops were completed. That establishes this city as the center of a gigantic industry. The C.P.R. hotel is nearing completion and will be finished within the next couple of months. That will make this city more than ever a favorite resort for the transcontinental tourist.

The Calgary street railway extended its tracks to the very furthest outposts and now serves the citizens in all districts. The school board during the year opened a number of new schools, and several churches were completed.

During the year the citizens were able for the first time in recent history to pretty nearly catch up to the demands for accommodation.

The year throughout the world was one of commercial depression. Calgary, like many other cities in the development period, felt the full force of this retrenchment. But it stood the strain well. The city itself, though embarrassed for a time by the tight money, disposed of its bonds at a favorable rate of interest. The merchants were fairly well prepared for the strain and faced the financial storm with confidence and strength. The clouds have already lifted and the city is on firmer foundation than ever before.

Calgary faces the coming year with hope and confidence. The railways will not cease development and will extend their lines to the south, opening up vast areas in that rich district. Investors looking for farm lands are already coming in, in larger numbers than before. The spring has opened up well and conditions on the land are unusually promising.



THE GRUNWALD HOTEL



Modern New Six-Storey Hotel Which Equals Any Hostelry in the Canadian West Enjoys Unusual Patronage Because of Excellency of Service, Accommodations and Surroundings--All Rooms Have Bath



HEN CARL GRUNWALD, one of the most experienced hotel men in the Canadian West, threw open the doors of the \$200,000 Grunwald Hotel on October 21, 1913, he placed six storeys of solid

he placed six storeys of solid comfort at the disposal of the discriminating traveling public and gave Calgary its most modern hostelry, aided the city in taking another stride toward metropolitanism, and provided a home of quality and excellence for the most fastidious patron in the empire.

Immediately following the transition of a city from a small town to the dimensions of a metropolis, the public begins to look for many things to which they have become accustomed in older centres, and through which they may enjoy the nicer things of life and the comforts provided by the large community. Modern conditions have engendered a desire for best products of human effort, and the city blessed with men of financial ability and progress who provide these things goes a long way toward the inculcation of a sense of refinement in the portulace. Especially is this true in modern living conditions, and it was with the motive of meeting these demands of the cultured class that the Grunwald Hotel was erected. Today, although the beautiful building has been opened but a few months, its rooms are in such demand that the hotel is daily filled with refined patrons, and the ambitions of the aggressive proprietor have already been

Years in the hotel business have given Mr. Grunwald an unusual insight into the necessary comforts which make a hotel successful, and because the comfort of a patron depends largely upon the little things combined with the luxurious surroundings provided by the Grunwald, the first visit of the traveler to this establishment places the name of the Grunwald indelibly marked upon his memory. For several years Mr. Grunwald was in the hotel business in eastern United States, later operating in Montana and the Yellowstone National Park.

In the arrangement of the interior of the Grunwald Hotel, the greatest of care has been taken in installing every detail necessary to the comfort of the tired traveler or Calgary business man who has been so fortunate as to secure quarters there. Every room has bath connections and telephone accom-





THE GRUNWALD HOTEL-Six Storeys of Solid Comfort



modations, the baths being so arranged in a portion of the rooms as to be available for two adjoining.

Fireproof throughout, constructed of concrete, terra cotta and steel, with the floors of concrete and the individual walls so arranged that flames cannot penetrate, fully equipped with fire escapes, fire starting in any portion of the hotel would meet an immediate barrier at the first wall. For this reason guests at the Grunwald retire with a feeling of security. Then, too, each door is fitted with a Sargent lock, with an individual key, the master key being retained at the manager's private office, it being the only key aside from the one carried by the guest that will unlock the room.

Steam heat has been installed throughout, the steam being generated by gas in the spacious and sanitary basement.

Instead of the bulky, germ-laden quilts and comforters supplied in many establishments seeking public patronage, Mr. Grunwald has placed warm Jaeger wool blankets on each bed, light in weight, entirely sanitary and imparting great warmth.

Every door is a single piece and so arranged that dust cannot enter from the hallways. Vacuum cleaners are used on every floor, the building being fitted with the famous Sparks system, the dust being sucked to a tank in the basement. Each room is finished in a beautiful mahogany, and the most pleasing lighting system is employed. Softened light is shed by the high candle-power globes, and in the lobby the subdued light from upturned frosted protectors casts an heir of refinement and comfort.

Operated under the European plan, moderate rates are charged, the figure having been placed at \$1.00 per day and upward, the charge being entirely incommensurate with the luxuries and excellent service given the guest. Liveried attendants answer every call of the patron, and stringent instructions from Mr. Grunwald have eliminated the aggravating delays.

Plans for the modern structure were drawn by Alexander Pirie, of Calgary, and the building was erected by the well-known contracting firm of McDougall and Forster. Through the co-operation of A. C. Johnston, the owner of the building, and Mr. Grunwald, Calgary has been given its most modern hotel, the one which has already proven its ability to attract that class of patronage of which the city is justly proud and the hostelry which will do much to advertise the city throughout the west. That progressive citizens of the community owe more than a debts of gratitude to these esteemed builders goes without the mention.

HISTORY OF CALGARY

(By T. T. JOHNS)

ESTERN Canada is the only place where fairy tales come true. This epigram applies with particular force to the budding of cities and towns, and the settlement and tillage of the prairie. This miracle of transforming tank towns into modern metropoli has not been performed over night. The transformation took longer to effect than it took the fairy grandmother in the delightful story of Cinderella to turn two mice into steak-fed coachmen, such as are at present to be seen adorning the state coach of the Lord Mayor of London, England, but when we remember that the fairy grandmother in the story wrought her miracles with nothing more embarrassing than a fairy wand, and Western Canadian cities have been built with such cum-

At present we are concerned with the transformation of Calgary from the time when the Bow Valley was the favorite wintering quarters of the buffalo, up to the time when the city reached its thirtieth birthday, and its building returns were in excess of \$20,000,000.

bersome materials as stone, brick, cement and

timber, it is a question to whom the honor for

the most striking miracle belongs

Going back as far as available, records show the first white men who made any pretense of settlement in the Calgary district were Fathers Lacombe, Remus and Scollen, missionaries of the Catholic church. In the spring of 1875, Fathers Remus and Scollen built a log cabin, eight feet by ten feet, on the bank of the Elbow ton, and anyone who raised any objection to the freight charges along this route had the privilege of doing his own freighting.

Beyond the periodical arrival and departure of the Baker company's ox teams, very little happened at the police fort at the confluence of the Bow and Elbow rivers, until 1881, when the first reports of the coming of the Canadian Pacific Railway were circulated, and adventurers of all kinds flocked to the Bow valley, who, like Autolocus in the play, were "pickersup of ill-considered trifles."

The first result of the report of the coming of the railway was to transform that part of Calgary, now called "Brewery flats," into a tented town.

So certain were the early settlers that the advancing railway would locate its depot on the level reaches of East Calgary that they squatted upon every available inch of land and sat tight, mentally subdividing their holdings into picturesque townsites. But unfortunately for the dreams of mice and men, their fondest hopes were frustrated. The advancing steel crept nearer and nearer their holdings, day by day, until one black Monday the steel passed them by on its westward march and the Canadian Pacific Railway, for reasons of stata, located its depot on the present site and the disappointed pioneers, like Longfellow's Arab, were compelled to fold their tents and pack them on their backs to the city's present site.

The next epoch in Calgary's early history was the coming of the railway. In trying to settle the exact date that the first train reached

In Mr. Murdock's diary is the following entry for this date: "A devil of a time around at 12 p.m. Shouting, dancing, etc."

Calgary was now in direct communication with the East with a band of 3,000 miles of steel, along which the street bred people of Europe would come to plow the land, to subdue the forest, to build up cities in the wide free spaces of the untrammelled prairie, and from the red ribs of the earth exact tribute in precious metal for the toil and sweat of labor.

Thus ended the old order giving place to new. The railway was an accomplished fact, and I. G. Baker's ox teams were turned into canned goods for the Chicago meat market.

CALGARY A MUNICIPALITY

At a meeting convened by the late James Reilly in the old Methodist wooden church on the evening of January 4th, 1884, steps were part taken to obtain for Calgary the rights and privileges of a municipal charter. Drs. Henderson, Lindsay, and Messrs. Moulton, Armour, Bower, Beaton, Martin and Murdock attended, and it was decided that an election of a civic committee of seven should take place on January 14. The following names were submitted as candidates: Messrs. Swan, Reilly, Lindsay, Armour, Bretin, Murdock, Tennant, Butler, Hardisty, Lougheed, VanWart, King, Moulton, Stewart, Cushing, Ramsay and Oswald. To this list the names of Colonel Walker, Dr. Henderson, S. I. Clarke and Fraser were subsequently added.

An election the following December 3rd resulted in the election of George Murdock as



SCENES ON CALGARY'S STREETS IN THE EARLY DAYS AFTER THE BIG FIRE

river, east of the site now occupied by the Royal North West Mounted Police barracks. This was the first building erected in Calgary. In fact it was the first within a radius of a great many miles. Its roof was of spruce bark and buffalo skins were used as doors and windows. Somewhere about the same time the Reverend George McDougall, a Protestant missioner, reached the banks of the Bow and travelled west to the town of Morley, where he established a mission in the heart of the Stoney Indian district.

In the summer of 1875 the mounted police reached Calgary and immediately commenced to build suitable quarters for the establishment of a fort. In the fall of the same year the Hudson's Bay Company of Adventurers built a trading post to the south of the mounted police fort.

This was followed by the building of a store by the I. G. Baker company, of Fort Benton, Montana, U.S.A., which controlled the freight traffic of these early days and established the first transportation trust in the Bow valley.

The I. G. Baker people owned and controlled all the six-yoke spans of oxen on the trail which stretched from Fort Benton to Edmonthe city a good many dollar bills have changed hands.

Fortunately, The Morning Albertan is in a position to settle the question for all time. George Murdock, who was one of the early pioneers of this city, and its first mayor, for a year or two after his arrival kept a diary in which he made notations of the moving incidents.

Consulting this diary, we find the following entry: August 27 (1883). "The train arrived today with the moguls, six passengers, and one baggage car."

The reason for accepting Mr. Murdock as the authority to settle such a question arises for appreciation of the exactness with which trifling incidents are chronicled by him.

In the diary for March, 1884, is the following entry: "Shaved off side whiskers."

Shortly after the arrival of the first train the president of the C.P.R., Mr. Stephen, now Lord Mount Stephen, on his trip of inspection, reached Calgary in his private car, accompanied by the presidents of three United States roads, a number of English bond holders, and a count, after whom the town of Bassano was christened.

mayor, with Messrs. S. J. Hogg, Lr. Lindsay, J. H. Millward, and S. J. Clarke as oldermen. The success of these gentlemen at the polls was celebrated by the firing of a cannon on a lot adjoining the mayor's residence followed by a fusilade of small arms by a group of cowboys who had watched the city's first municipal ceremony and could not restrain their desire to participate in the festivities.

In these picturesque days Calgary was without a civic clock. The first duty of the council was to provide some means by which time-pieces in the town could be regulated with agreement. To this end it was decided to fire a minute gun in some public place at noon every day, until an arrangement could be completed with the C.P R. wherewith the company checked up the time by telegram daily.

With that vital interest in the question of juvenile education which has characterized the Canadian nation from Halifax to Vancouver, the Calgary council at its second sitting took up the question of establishing a public school

Before the school question could be settled a census was taken, and it showed that the total population was 500, although only 428 names were actually on the list.

HISTORY OF CALGARY—Continued

Calgary received its charter of incorporation on November 10th, that year. The Calgary Agricultural Society was founded, and the British Association for the Advancement of Science, which held its conference in Eastern Canada, visited Calgary, and its members were driven over the city in rigs. This was the beginning of Calgary's informal publicity bureau.

The promoters of the first agricultural society and exhibition board, in 1884, little thought it would grow to such proportions as to make possible the holding of such an exhibition as the Dominion fair of 1908 or the succeeding shows up to date.

The best of everything that the province provided was gathered for the first exhibition, in 1884, which was established at this date to counteract the reports printed in the Eastern Canadian press to the effect that the North-West Territories were good for nothing except the raising of cattle, and that on account of summer frosts, nothing in the way of vegetables or grain could be grown.

Those present at the first meeting were Augustus Carney, Colonel Walker, J. G. Fitzgerald, J. D. Geddes, George Murdock, G. W. Munroe, George Hamilton, Dr. Lindsay, Sam Livingstone, James Reilly, John Bone, G. C. King, T. B. Braden, and a few other enthusiastic citizens.

At the meeting Augustus Carney was elected president, Colonel Walker vice-president, and J. G. Fitzgerald secretary. A plan of campaign was formed. The exhibition was held and it was successful. A creditable display of spring wheat, oats, barley, beets, carrots, onions,

public safety, he had despatched telegrams to Sir John A. Macdonald asking for arms and ammunition, to Lieutenant Dewdney for the same, to Captain S. Steele to bespeak his services if required, to the C.P.R. to ask for cars in case of emergency, and to the Hon. A. T. Caron, asking that arms be sent from the nearest point. The following notice, posted on the door of the Royal Hotel, brought home to Calgary the seriousness of the rising of 1885, which became known subsequently as the rebellion year. The city soon presented all the activity of an armed camp and military activities became the order of the day.

NOTICE

"We are requested by the mayor to give notice that there will be a meeting of the citizens in the Masonic Hall tomorrow afternoon (Friday, March 27), at two o'clock, to obtain a general expression of opinion on the precautionary steps it may be deemed advisable to take for mutual protection thorughout the district, at the present juncture of affairs.

"Ranchers are particularly requested to attend."

(Signed) HENRY BLEECHER.

On the Tuesday following the posting of the public notice, Colonel Herchmer with 30 men of the R.N.W.M.P. and 24 horses, left Calgary for Regina, in obedience to a summons from headquarters, for immediate service at Prince Albert, to Edmonton, where the supporters of Louis Reil were causing the most trouble. As a precaution against any outbreaks in the city itself by excited Indians, the chief people had been shot at Gleichen by white troops and suggesting that the chief did not propose to let the incident pass without some recompense.

General Strange, without dismounting, called out: "Go back to Crowfoot and tell him if he doesn't behave himself I'll clean him out and his whole gang; and Sir John Macdonald or Dewdney either won't be able to save him. He knows I tell the truth; go back and say that to your chief." Then setting spurs to his horse the general rode on to rejoin his troops.

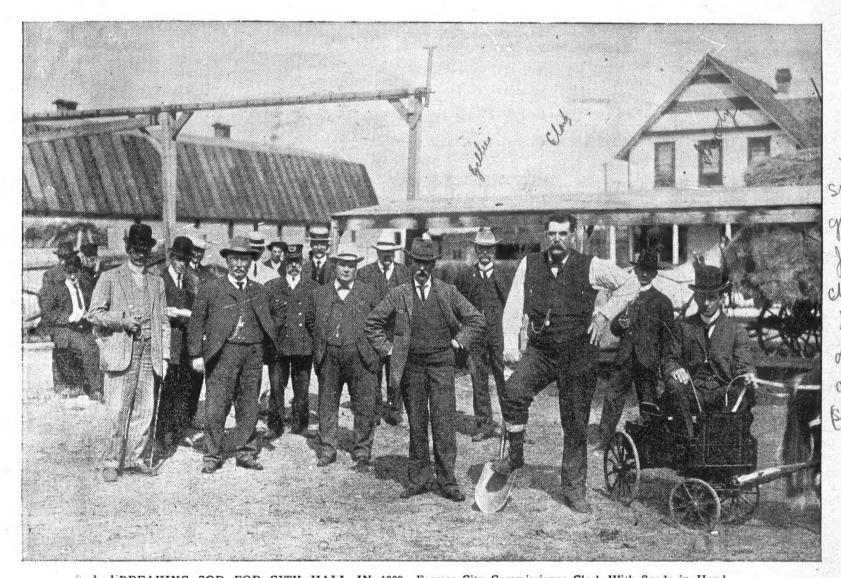
On his arrival at Edmonton, General Strange's column was made up for a dash at Big Bear and his band of rebels, who were harrassing the country around Fort Pitt.

The general's command was made up of the following details: Major Steele's mounted police corps, the Calgary scouts, four companies of the 65th regiment under Colonel Hughes, and four companies of the Winnipeg light infantry.

General Strange overlooked Big Bear at Fort Pitt and engaged the rebels in three hot engagements, losing one man and three slightly wounded.

During the last engagement Big Bear sent in a flag of truce. The Indian chieftan's band was now broken up into two retreating columns, but as he still had his white prisoners with him, General Strange decided to follow both trails with his mounted men.

A few days later Big Bear was captured at Carlton by Colonel Irvine and the Calgary scouts immediately afterwards started for home. The trouble was over. The battle of



Reading from Left to Right the Figures Taking Part in This Historic Ceremony Are: Ex-City Engineer Eastman, Contractors Addison and Davy, H. A. Shelly, Market Clerk; Ex-Mayor Ramsey, Ex-City Clerk Gillies, Ex-Commissioner Clarke, Late Ald. Alf. Moody

cabbage, cauliflower, potatoes, turnips and other vegetables were arranged and Calgarians of that day were able with little trouble to refute criticisms from the East.

From the first it was recognised that if the exhibition was to be a permanent institution it would be necessary to have suitable fair grounds. Consequently negotiations were entered into with the Dominion government with the result that a grant of ninety-nine acres, the present Victoria Park, was made to the society in 1886.

The benefit that the Calgary Agricultural Society has been to the province of Alberta, since its inception, cannot be over-estimated. It was the pioneer society and blazed the trail for the agricultural societies and exhibitions, which are now to be found in almost every town of any size in the West.

Nothing of any importance occurred to disturb Calgary's civic development until the following March, when news was brought to the city that twelve men had been killed and several wounded in an engagement with half-breeds at Prince Albert, which took place on March 27, 1885.

Convening a public meeting to discuss the situation, the mayor of the city, George Murdock, stated that "on account of the prevailing excitement and with a view to assuring the

of police was instructed to warn store-keepers against selling ammunition to the red men.

Some of the Blackfoot Indians came to the city for the purpose of procuring firearms and cartridges, but were in every case turned down. These were anxious days. The pent-up passions of the full bloods and halfbreeds living near the city boundaries might break forth at any moment and precipitate bloodshed.

In reply to a telegram from the citizens requesting leave to raise a mounted troop, Sir John A Macdonald replied:—

"Your telegram was handed me by Sir John A. Macdonald. Authority has been given to raise four troops in Alberta under Major-

General Strange and Captain ——
Upon receipt of this wire volunteers were enrolled and the first detachment for Edmonton set out from Calgary a few days afterwards. As the troops were marching out of the city an incident occurred which will give a clear impression of the bitterness of the feeling existing between the white man and the Indian.

When General Strange reached the corner of Stephen avenue (now Eighth Avenue) and McTavish Street (now First Street East), at the head of his troops on the way to Edmonton, a halfbreed interpreter commenced to read what purported to be a petition from the Blackfoot chief, setting forth the plea that one of his

Batoche had been fought and Louis Riel taken prisoner and later hanged after his trial at Regina on November 18.

In his diary George Murdock records the return of the Calgary troops as follows:

"Rode out to Nose Creek to welcome the Calgary boys on their return from the front. At two o'clock Major Steele arrived at Geo. Hamilton's ferry, the Alberta rifles, under Major Halton, following close behind, and the Calgary scouts under Captain Oswald following them. The boys looked well in their Montana broadcloth and cowboy hats, after their 1,700 mile ride. Some coats were torn, some horses looked thin, but the hats were blazoned with the glorious words, "Stand off Coulee," "Medicine Lodge," and "Loon Lake," and the citizens wanted no better reminder of the dangers passed and the arduous labors accomplished by the gallant troops before them. Later in the day the returning heroes were banquetted and feted and then Calgary settled down to business.'

Thus ended Calgary's first contribution to empire warfare. The second contribution took place at the time of the Boer war.

The years that followed the quelling of the Reil rebellion in the North West Territories were years of comparative quiet for the city of Calgary. Municipal dissentions afforded far

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HISTORY OF CALGARY—Continued

the greatest excitement. In 1886 the city had two mayors and two boards of aldermen, claiming the right to carry on the affairs of the city at the same time. To the return of George Murdock as mayor and Messrs. Freeze and Millward as aldermen, James Reilly, the unsuccessful candidate, presented a petition on the count of bribery and corruption.

Mr. Reilly's objections were sustained by the stipendiary magistrate, Mr. Justice Travis, who amended the declaration of the returning officer and proclaimed James Reilly mayor, with Messrs. Soulis, Bannerman, Grant and David-

The court granted costs and \$200 to be paid within ten days. If the bill of costs was not met within the stipulated time, executions and attachments were threatened to enforce pay-

Mayor Murdock defaulted and a levy of distress was made on the goods in his harness store by the deputy sheriff. When the authorities had realized the amount of their claim against Mayor Murdock's estate the auction sale was stopped, but complications did not end there. A firm of solicitors at Ottawa, who were consulted as arbitrators, pronounced in favor of the council elected by the people, with George Murdock as mayor, as the only persons entitled to act as a council for the year 1886. This opinion exasperated the Reilly forces so much that one of the members purloined the city seal and documents, and the deadlock was complete.

The slogan at the municipal election the year following was "The Resurrection of the Missing Seal and Municipal Documents." When the election was over they were forthcoming.

In 1886 Calgary suffered from the greatest fire it has ever known. On Sunday morning, November 4, a fire broke out in the flour and feed store of S. Parish, on McTavish Avenue. A strong wind was blowing at the time and the flames spread with great rapidity.

In a short time the corner on the southwest of McTavish Avenue, to the Union Hotel across the road, was in flames.

The fire bell was rung in the English church and the alarm soon spread.

The whole town was aroused and turned out to fight the flames.

The mounted police were marched to the scene and maintained order, and gave every possible assistance to the citizens who had formed a volunteer brigade.

An attempt was made to blow up some of the buildings adjacent to the Royal Hotel, which was in the direct line of the flames, and thus save the city's principal hostelry from destruction, but unfortunately the dynamite failed to explode and the flames crept up to the lane between the hotel and the centre of conflagration.

Willing workers concentrated the whole of their attention on the "Old Royal," and beyond being badly blistered and slightly charred the building was saved. The total loss of the fire was estimated at \$100,000, of which only \$22,-000 was covered by insurance.

The \$100,000 fire loss may seem a small amount to write about as a great fire loss, but when one thinks of the size of Calgary in 1886 one hundred thousand dollars shows a greater proportionate loss than any since.

The political event of the year was the arrival of Sir John A. Macdonald on a visit. The distinguished statesman delivered a speech in the roller rink, after which he held a review on the banks of the Bow river of the troops taking part in the Reil rebellion of the preceding year. He was later in the day entertained at a banquet by his admirers and political allies.

Probably the most important historical event for 1886 was the adoption by the council of the license system in lieu of prohibition.

The North West Territories' partial prohibition law had proved a decided failure, as far as the suppression of the drink traffic was concerned, and the adoption of the license system appeared to be the only practical solution of an exceedingly complex problem.

Whiskey smuggling had assumed such alarming proportions, and crimes, of every sort, were increasing to such an extent that it was decided to restrict dealing in alcoholic liquor to the bar-room, where strict police supervision could more readily cope with the difficulties incurred in dealing with intoxicants

It was in this year, too, that St. George's and Princess Islands became the property of the people for all time. The grading of streets was commenced, a sewerage and scavenging system established, a public market and stockyards founded, and bridges were built over the Bow and Elbow rivers. It was also the year of phenomenally low temperature.

During January and February the meetings of the council were suspended on account of the cold, and a fuel famine occasioned much discomfort in Calgary and the surrounding dis-

Records for 1888 are few and far between. Upon the principle that no news is good news, it is evident that the city during 1888 was content to look pretty closely after its own business. But although the records are few, they are full of interest. It was in 1888 that the ratepayers of Calgary awoke to the advantages of public ownership. The granting of charters by the North West council had occasioned considerable dissention, and the aldermen requested Alberta's representatives on the North West Territories assembly at Regina not to allow any private company exclusive rights for the purpose of laying water and sewer systems. This request, after some debate, was granted, and although the city's first water supply was laid down by a private company before it had been in operation long the city council passed. a resolution to appoint a committee to examine into the feasibility of acquiring the waterworks as a public utility, and a well-defined arrangement for the repurchase of the system was agreed upon, and carried. This was the beginning of the principle of public ownership, which has become the outstanding feature in Calgary's extraordinary municipal growth.

Calgarians of years to come will have increasing reason to thank their stars that the city fathers of 1888 introduced into municipal affairs the principle of making the ratepayers the owners of utilities necessary to civic wellbeing.

The council lent its assistance to a local company formed to bore for natural gas, but the potter's field. A prophet is without honor in Alberta just as much as he was in Palestine

many hundred years ago.

Calgary in these days was infested with stray dogs. Mongrels apparently belonging to no one in particular roamed the streets, causing the citizens considerable annoyance. To rid the city of these pests a reward of twenty-five cents was offered the boys of Calgary for each stray dog brought to the city hall. The business acumen displayed by the youth of the city, and the enthusiasm with which it entered into the chase, soon made inroads into the civic purse. Every dog that was found running loose was dragged to municipal headquarters on a piece of string, and dogs that were chained were unchained in the dead of night and captured as strays the following morning. The boom in homeless dogs became so absorbing that the city was compelled to rescind its resolution authorizing this canine bounty if it would escape civic bankruptcy.

Electric light was introduced into the city that year, and the first regular fire brigade was organized under the temporary command of the late Andrew Grant. Under Grant were 10 men, whose first official duty was the supervision of the installation of fire alarms. To increase the efficiency of the service the city offered \$10 to the owner of the team that first reached the city hall and was hitched up to the steamer after an alarm was sent in. This bonus made competition lively, and the subsequent service was prompt and effective.

The estimates for the year were \$62,805.64, necessitating a rate of 18 mills. For its street lights of 36 candle-power each Calgary citizen was paying \$6 a year, the lights to be left

burning all night.



THE ARRIVAL OF THE OLD OX-TEAM MAIL STAGE IN CALGARY'S EARLY DAYS

records do not show whether the operators met with success in their venture. Indeed, it is not certain that any actual boring took place until three years later, when Sir William Van Horne, of the Canadian Pacific railway, loaned the company a diamond drill. After a few months' digging and delving, gas was discovered, but not in commercial quantities, and the operations were abandoned. In these days there were few indications of the future greatness of Calgary. Its citizens believed they were in the centre of a great ranching country, which was capable of infinite extension. glorified cowtown would probably have been about the limit of their forecast of the future.

None foresaw a city of half a million people or the numerous activities that such a population calls for except an Indian prophet called Running Weasel. So completely was the Redman obsessed with the idea of Calgary's future, that as a dying request he desired to be buried on the highest bluff around the Bow valley so that he might see a great city grow up at his feet. One of his tribe, called Starlight, burned his friend on the bluffs of what is now known as Mount Royal.

Starlight performed the last rites of his people, and left the Indian seer to his long and undisturbed sleep.

But, unfortunately, the dying request of Running Weasel was utterly disregarded, as far as the powers that be were concerned, because it so fell out that a party of the R. N. W. M. P. returning from an expedition which had been organized to inquire into the reported whiskey smuggling in the foothills, discovered the rude box containing the remains of Running Weasel, and took it away, and buried it in an ignominous corner of the provincial

CALGARY AND EDMONTON RAILWAY

It was on April 24, 1890, that the governor general gave the royal assent to the Calgary and Edmonton railway bill. Within two hours after the company met the necessary money was subscribed. Mr. James Ross, the contractor, immediately went to England and arranged with the English money market for the sale of the bonds, and within one month was back again in Canada.

July 21st was declared by the mayor a general holiday, and the citizens decorated the town to welcome the Hon. E. Dewdney, minister of the interior, who had come to the city to turn the first sod of the proposed railway. Mayor Lafferty opened the proceedings with the reading of an address of welcome to the visiting minister, to which the honorable

gentleman suitably replied.

At the conclusion of the speechmaking a spade and a wheelbarrow were given the minister, and he walked down a plankway and cut the first sod amidst great cheering. Then the real festivities of the day commenced. An ox was roasted whole on an open space close by. Loaves of bread by the hundred were put on long tables with cakes, ice cream, lemonade and ale, and 1,500 people sat down to a hearty meal. In the evening of the memorable day a public dance was held in the Boynton Hall, which was largely attended.

CALGARY BECOMES A CITY

In 1893 Calgary became a city. The North West Territories assembly at Regina was petitioned for incorporation as a city. The request was complied with and Lieutenant-Governor MacIntosh, accompanied by Miss Mac-Intosh and a distinguished party, visited the

HISTORY OF CALGARY—Continued

city and the lieutenant-governor was the first to sign the charter.

A reception and ball were given on the day of the lieutenant-governor's arrival and the following day his honor met the civic officials at the city hall and was presented with an address.

The lieutenant-governor said in part: "Every day the people in the East are becoming more interested in this splendid country. In a short time they will be coming in large numbers to settle among us." Telegrams were received during the day conveying the congratulations of Prince Albert, Hamilton, Ottawa, Winnipeg and neighboring towns.

The following editorial comment appeared in the Toronto Mail of January, 1894: "Calgary has blossomed into a city. The signing of the charter and the inauguration ceremonies were attended with great festivity. The city by the Rockies like its name, which signifies clear running water, is not the kind to stand still."

The political event of Calgary's incorporation year was the visit of the then Hon. Mr. Laurier accompanied by prominent members of the Liberal party.

The distinguished Liberal statesman delivered a speech in the Hull Opera House and his name was enrolled on the city charter as one of its first and most celebrated freemen.

Immigration into the province of Alberta assumed considerable proportions at this time. It was the beginning of the American trek of settlers which subsequently assumed such remarkable proportions. During September 1100 settlers came to Alberta, of whom two-thirds were from the United States. It was a common sight on the streets to see incoming settlers drive into the city with immigration outfits consisting of two four-in-hand teams of pack horses coming in from the south and going out over the northern trail.

A movement which had taken place in Calgary some years previously was brought to a successful issue this year. The foundation stone of the General Hospital was laid. The ceremony was performed by the Hon. T. M. Daly, at that time a member of the North West Territories assembly, who in after years became the most celebrated police magistrate in the city of Winnipeg.

Two days after the laying of the foundation stone of the hospital one of the outstanding figures in the history of the Canadan West passed away in the person of Judge Macleod of the N.W.T. supreme court. Judge Macleod had a distinguished career as a soldier. He served with Sir Garnet Wolsely in the Red River expedition, and was created C.M.G. for his services in the campaign. He was appointed captain in the R.N.W.M.P. in 1873; assistant commissioner in 1874, commissioner in command of the force and a member of the North West Council, October 7, 1876.

It was Judge Macleod who christened the city of Calgary, after a town in the Island of Mull, Scotland, where the Judge hailed from and his friends lived.

Calgary in the Gaelic language means "clear running water."

The town of Macleod was also named after the judge in recognition of his invaluable services to the country during the early days of settlement.

Among other interesting events that should be mentioned, the mayor, W. H. Cushing, and T. Underwood were appointed a committee to present an address of welcome to General William Booth on his first visit to this part of the Dominion in the interests of the Salvation Army. Ex-Alderman McBride was also promulgating the idea of provincial autonomy. Although the idea was attracting little public attention at the time, the city council in appreciation of Mr. McBride's efforts in this direction, granted him money for printing a circular letter, 5000 copies of which were distributed through the North West Territories. The seed sown by Mr. McBride soon blossomed and the city council passed the following resolution:

"That it is imperative that some change should be made in the form of government now in force in that part of Western Canada between the provinces of Manitoba and British Columbia, known as the North West Territories of Canada, and a re-adjustment of the boundaries thereof made. The creation of the provinces of Alberta and Saskatchewan during the term of office of Earl Grey as governor-general of Canada, in the year 1906, was the realization of the dream of these early reformers for local provincial government.

The C.P.R. land and immigration offices were established in Calgary in 1895, and the question of irrigation was widely discussed. The newspapers of the city published special issues called "irrigation numbers." From this modest beginning in '95, the irrigation system of which Calgary is the centre has developed until it has become the biggest project of its sort on the continent.

Below is a table setting forth the irrigated acreage in each of the United States where the mehtod of farming is followed, and also the acreage under irrigation in Alberta:

0	
State	Acreage
Arizona	185,396
California	1,445,872
Colorado.,	1,611,271
Idahol	602,568
Montana	951,154
Nevada	504,168
New Mexico	203,893
Oregon	388,310
Utah	629,293
Washington	135,470
Wyoming	605,878

The United States.. 7,263,273 Alberta 3,998,321

These figures demonstrate that the irrigated area of Alberta is only a little less than one-half of the total irrigated area of the United States. It is greater than twice that of the area of California and some millions in excess of the irrigated area of Colorado. One of the greatest boons that irrigation has conferred on mankind is the practical demonstration of the profitableness of the small farm, acre for acre as compared with the large farm.

The day is not long past when anything less than a section of land was looked upon as too small, and from that up to several thousand acres was considered none too small for a farm. But that day has passed and farms have gradually decreased in size until today 40 acres well cultivated will produce greater returns than 160 acres would under the old system.

The increased prosperity that will accrue to the Calgary district from the multiplication of small farms as compared with the holding of large tracts of land, has had a great influence upon and will continue to exercise a beneficial influence upon the history and development of Calgary as a wholesale centre.

As might be expected Calgary, built on a lake bottom, between an elipse of bluffs or banks of a mighty river of the glacial period of the earth's evolution, has not been immune from floods. These floods have been periodic and have provided old timers one of their most popular subjects of prophesy and reminiscence.

One of the most serious floods in the Bow Valley occurred on the night of June 18, when the river, swollen with the heavy and continuous rains extending over many days, together with the melting of the snows in the mountains, rose with sudden and menacing rapidity and alarmed the residents of the houses in the low-lying districts along the banks.

Before midnight the river overflowed its banks have flooded several houses on the south and west side of the Langevin bridge.

The R.N.W.M.P. and the fire brigade promptly turned out with teams and wagons and were kept busy all night rescuing women and children from submerged buildings and removing furniture to places of safety.

About 5 o'clock the following morning a portion of the Western bridge across the Bow was carried away by the rushing waters. The Elbow river rose six feet during the night and washed away the new stone pier for the steel bridge the city was erecting for vehicle traffic.

Large sections of the Calgary irrigation company's floom were swept away and the old race track was flooded.

Fortunately no lives were lost but the destruction of property was valued at a quarter of a million dollars.

To satisfy the mind of the reader who prefers statistics to mere description, in telling the story of a city's growth and development, the following table of Calgary's assessment for a period of 23 years is given below:

204
204
690
487
062
530
300
760
140
520
040
325
549
437
469
921
496
678
092
600
400
000

On January 21, 1900, the Calgary contingent raised to join the second Canadian contingent to assist the mother country in the great Boer War left the city, amidst scenes of great enthusiasm, for the East, where they were shipped without delay to South Africa. Mayor Cushing, on behalf of the city, addressed the men, as they stood at "attention" at the depot, expressing what was in the mind of every member of the vast audience who had come to the station to wish the soldiers "God speed."

Lord Minto, governor general, the countess and a distinguished party from Ottawa visited Calgary this year, and drove to the Sarcee reservation, where an elaborate Indian pageant was staged. War, ghost and scalp dances were given by the members of the reservation, and some excellent Indian field sports were carried out. The old chief, Bull's Head, was the centre of interest as he rode at the head of his people, dressed in all the ritual of savage warfare. He was followed by the members of his tribe mounted on wiry cayuses, with a string of Shaggan-appi in their mouths for bridle, who, as soon as the war hoop was given, swung into line past the vice regal party.

HONOR MEDALS FOR VETERANS

The year following the Prince and Princess of Wales (the present king and queen) visited Calgary, and distributed medals to the South African veterans in Victoria Park. At Shaggan-appi point the prince held a reception of Indian chiefs, Bloods, Sarcees, Crees, Stonies, and Piegans being represented at the ceremony. Great crowds of people took part in the day's proceedings, the C. P. R. running excursion trains to Shaggan-appi every few minutes. Later in the day the prince and princess visited Victoria Park and witnessed a broncho busting and steer roping contest. At night their royal highnesses resumed their journey to the coast.

Old timers held their first grand banquet this year. It was given at the Criterion restaurant, and to it all those who metaphorically came over on the good ship Mayflower, came. Hoary old pioneers were there who had been allowed to retain their scalps by virtue of their deadly Winchesters. Others had whacked bulls out of Fort Benton for I. G. Baker, whilst others were friends of "Hip-O"-Johnson, that picturesque cattle thief.

ANOINT CANOE WITH BACON GREASE

At this banquet J. J. McHugh told the following story of his coming to Calgary. Mr. McHugh stated that he first came to Calgary in 1880, having lived in the north for two years. When he reached the Red Deer river on his southward journey he met the Rev. John Mc-Dougall going north. As the result of this meeting Mr. McHugh was informed that the ice on the Red Deer had broken up, and was in a very dangerous state for crossing. Nothing daunted this early pioneer, who got his half-breed guide to fry all the bacon in the commissariat department and to collect all the fat. After which Mr. McHugh and his partner made a willow canoe, which they lined with the tarpaulin they carried for sleeping purposes. When the canoe was constructed it was annointed with the bacon fat and launched. What the boat lacked in sea-going qualities was made up by the river lore of the halfbreed, and Mr. McHugh reached the southern banks of the river in safety. To people who have come into Calgary in "standard sleepers," Mr. McHugh's experience should prove interesting.

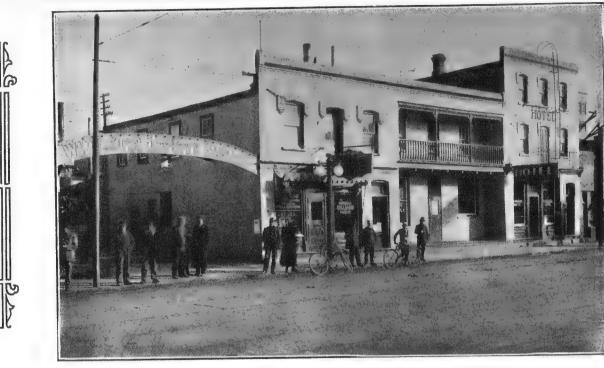
Windsor Hotel 3

Pioneer Hostelry, Now Under New and Modern Management, Which Has Been Remodelled by Expert Hotel Men, Placed in the Lead as a Home for Travellers and Exacting Patrons.

MONG transformations taking place in Calgary, keeping pace with the march toward metropolitanism, and bringing up to modern requirements many of the structures that were built when Calgary could not boast the possession of twentieth century conveniences, the improvement of the Windsor Hotel, 110 Ninth Avenue West, stands out among the leaders. The work of keeping step with advancement has entailed a marvelous amount of labor, but working on the theory that there is nothing too good for the patrons of the commercial centre of Alberta, the labors have been accomplished and the institutions are winning greater popularity for the city and adding to their list of satisfied patrons.

When the old Windsor Hotel was taken over in October by three of the most expert hotel men of the province, Calgary marked another forward step in the procession toward progress. Remodelling of this centrally located hostelry and the placing of the hotel upon a strict business basis, catering to the better class of patronage has added another first class caravansary to the demanded enterprises of the community. When a patron considers that the hotel he has chosen as his temporary home is headed by men of the business acumen and capabilities of Felix Casey, Joe Bernard and William Rogers, he rests assured that his every want will be satisfied and that his desires will be fulfilled in the most careful manner possible. When he reclines at nightfall he rests with a satisfaction and a contented feeling, knowing that guardians of his welfare are on watch.

For more than 20 years Mr. Casey has been in the hotel business, transforming repulsive surroundings into comfortable homes for commercial travelers, making hotel life a blessing rather than a bore to the travel-stained patron and extending homelike atmosphere to every institution with which he has been identified. The mere mention of the hotels with which Mr. Casey has been connected suffices to serve as a recommendation for the Windsor and the magnet which will attract the discriminating patron. For five years before purchasing the Windsor Hotel, Mr. Casey was employed at the Empire Hotel in Calgary and because of his personal magnetism was



THE WINDSOR HOTEL

instrumental in making that hostelry one of the most popular in the city. Before casting his lot with Calgary, Mr. Casey was for five years at the King Edward Hotel in Toronto, five years at the Great Northern Hotel at Chicago and for three years one of the pillars of the Palmer House at Chicago. He has also been identified with hotels at St. Louis, Kansas City and other prominent cities in the middle West.

Mr. Bernard and Mr. Rogers, both of whom are well known men to residents of Calgary as pioneers of the city and district, for five years before entering into business with Mr. Casey at the Windsor were employed at the Grand Central Hotel, and during their entire business life have been identified with the hotel business in Canada. Mr. Bernard, an expert liquor man, has been given charge of the spacious bar at the Windsor where four men are constantly employed attending to the wants of a gentlemanly trade, Trouble in the Windsor bar under the present

management is unknown, the greatest of care being taken in dealing with patrons.

Fifty people may be comfortably seated in the cozy dining room, finished in oak and fitted with the most comfortable furniture and napery. Spotless linen, both in the dining room and in the 50 guest rooms attract the eye of the traveler and cause him to place the Windsor upon his traveling list as his Calgary home. The hotel employs a dozen expert employees and the efficient corps of clerks and attendants cause the expression "make yourself at home" to be brought to realization rather than allowed to remain a mere greeting.

With men of the character and business ability of Felix Casey, Joe Bernard and William Rogers at the head of the Windsor Hotel, the future of the institution is assured and Calgary has gained a trio of substantial commercial captains of which the city may well be proud.

JONES JOHN



Pioneer Painter and Decorator Whose Handiwork is Seen in the Prominent Homes of Men of Calgary and in the Large Business Blocks of the City.

OME BUILDING does not mean the mere nailing together of boards, timbers and shingles and the construction of buildings to house a family. History has proven countless times that the home is the foundation upon which empires have been built and that the destruction of the home influences, the dissipation of the virtue surrounding the ideal fireside and the elimination of that sacredness which abounds in comfortable homes, the city strikes the down grade and eventually sinks into

When John Jones, expert painter and decorator came to Calgary more than 13 years ago he brought with him a complete knowledge of the profession and during these 13 years has been instrumental in beautifying scores of the finest homes in Calgary, many of the public buildings and several of the prominent office and business blocks of Calgary. His work has been of such satisfactory nature that today he is recognized among the leaders of the

profession of the city. John Jones has made the painting and decorating work a study. He has developed into the innermost secrets of the profession, has pored over complex and complicated plans until he has gained the solution of the problem and then he has earnestly endeavored to complete the painting and decorating of the building in such a manner as to be a credit not only to the owner but to his profession. In this he has succeeded.

Mr. Jones has one of the most complete stocks of wall papers in the city, having moved his stock but a few months ago into the commodious quarters at 1001 First Street West, in the heart of the business district of the city, A stock valued at



Interior of New Quarters of John Jones, Painter and Decorator.

about \$20,000 is carried at all times, every shade, quality, size and description of wall paper being carried for the accommodation of the most exacting home builder and owner. Much of the stock is imported from England and the United States, portions of it coming from Holland, France and Germany. He is the sole agent in Calgary for the famous M. H. Birge & Sons wall papers also the products of the well known Fr. Becks of New York, these having been used in many homes of the metropolis.

Business of John Jones has grown to such proportions of magnitude that the employment of from 25 to 45 trained painters and decorators is required, these men being kept busy at all times of the year both at interior and exterior work.

Last year (1913) Mr. Jones divided \$27,000 in salaries among the men in his employ and according to present indications the figure will be increased during the twelve months of 1914.

From the small beginning 13 years ago when Mr. Jones started as an employee of a small company in Calgary, later entering business for himself, he as built up one of the most prominent concerns of the kind in Calgary, his labors and the result of his toil being found on every hand. His extreme care in handling the interior decorations of the homes and his insistence upon uprightness and courtesy among his men, his sound business methods and his fairness have won commercial

IRVINE JOHN



Progressive Real Estate Dealers Whose Activities in All Movements of Merit for the Advancement of Calgary Whether They Be Commercial, Political, or Fraternal Have Been One of the Underlying Causes of the City's Growth.

prominence.

part in the success of business men who are prominent in Calgary's commercial realms today. Luck has had little to do with their amassing of fortunes and their investments which have proven profitable. Calgary mercantile leaders have gained

PPORTUNISM has played but a small

their prestige, prominence and sustenance through hard knocks, through ceaseless toil and constant endeavor, working incessantly for the betterment of the city, thereby indirectly increasing the valua-

tion of their holdings.

Stepping into the line and joining the procession of progress after the march has been partially com-pleted is a difficult task. The new man who has cast his lot with Calgary finds troublesome tasks while those residents who were in the city when the first strides toward progress were being made automatically fell into line. Yet success has crowned the efforts of many of these younger commercial captains, one of the most notable examples being that of John Alfred Irvine, president of the J. A. Irvine Company, real estate, loans

and mortgage dealers.

John A. Irvine came to Calgary in 1907 from Nova Scotia, when the city was just budding into the metropolis of today. Mr. Irvine immediately became interested in real estate and fire insurance business and so thorough has been his methods and so upright his system that the J. A. Irvine Company

is today recognized as one of the leading institutions of the kind in this great city. The success of the company has been due to the untiring efforts of Mr. Irvine and to the inculcation of sound business principles into the corps who look to and admire Mr. Irvine as a business teacher and associate. His policy of causing employees to know that they are working with, rather than for him, has brought about the family feeling in the office in the Leeson & Lineham block.

Mr. Irvine's company is the local agent for the Westchester Fire Insurance Company of New York and general agent for the Nova Scotia Fire Insurance Company, several other companies being represented also, Loans are handled for the Canadian Mortgage Investment Company, while the concern also deals in homes, city and farm property The rental of the large Leeson & and chattels. Lineham office building has been placed in the hands

of the company.

Mr. Irvine's business activities have not been allowed to hinder his interest in civic affairs. He is a keen student of both local and provincial governmental movements and has taken a prominent part in the workings of the Liberal party in the province, having been secretary of the Calgary Liberal Association for several terms. He was chosen president of the Real Estate Exchange because of his well known abilities and his knowledge of business methods.

He was also secretary of the Maritime Provinces Association and has taken an active part in the Western Building Society.

Perhaps the work Mr. Irvine enjoys most is among the young men. His efforts to uplift the boys of the city have resulted in much good. assistance given the Calgary Y.M.C.A., the Young Men's Club of the Central Methodist church and every organization having for its purpose the eleva-tion of the surroundings for boys and young men, has been a great factor in the growth and success of those organizations. Mr. Irvine was in charge of the boy's camp during the summer vacations while in Nova Scotia and Halifax reluctantly gave up the citizenship of this versatile business man.

John Alfred Irvine was born in Granville Ferry, Nova Scotia, on September 20, 1868, his father being a well known merchant. After receiving an education at his home city and Halifax Mr. Irvine took a business course and later studied law for a year. His opportunity was presented, however, in the real estate business and in 1907 he answered the call of the west and located in Calgary. He married Miss Mina C. Buckley in Halifax in 1903 and four children have blessed the union.

To John A. Irvine and his efforts belongs the credit for great achievements among young men of Calgary as well as accomplishments in the busy world. His citizenship is a valuable asset.

Mortgages

SEVEN PER CENT. TO EIGHT PER CENT. FOR A PERIOD OF FIVE TO TEN YEARS

Your money invested in first mortgages will give you a steady income. The principal is invested for a period of five to ten years. The interest on your investment is payable half yearly.

It is possible for us at the present time to obtain for you seven to eight per cent, from first mortgages on centrally located store and office buildings. Now is your opportunity to obtain these higher rates

On application for further particulars we will satisfy you through our bankers as to the safety of such investment.

City Property

Capital invested in the centrally located business district of Calgary, the most important city in the middle West, will steadily increase in value during The next five years. We offer you improved properties producing from eight per cent. to fifteen per cent. net on the investment. On request we will convince you, through the proper channels, of the stability of such an investment.

Business firms establishing branches in this country and wanting locations for warehouses or stores can obtain full information by writing us. We deal exclusively in inside properties.

Properties appraised and estates managed.

FARM LANDS

Every settler coming to this country seeks information coming from the most reliable source. An experienced farmer from the Western States who has seen conditions there, as they are here today, is the man you want. Our farm land manager, Mr. G. W. Elder, has had this experience and is in a position to advise you as to the land most adaptable for your particular branch of farming. Our farm lands consist of freehold tracts from 160 to 1920 acres and range in price from \$15 to \$35 per acre. We are in a position to satisfy the most conservative investor.

You have, no doubt, thought of visiting this country with the idea of making investments. On application we will advise you as to any particular class of investment.



609 First Street West

Calgary, Canada

Richard Bedford Bennett, LL.B., K.C., M.P.

Calgary's Member in the Dominion H o u s e, Whose Political and Professional Career Has Been Closely and Honorably Associated With the Development of Calgary and the West.

OT long ago one of the leading men of Canada stated that the glory of the Canadian nation is in the perpetuation of individuality, and in the according of the utmost scope for individual accomplishment. The same authority, in the same speech, went on to state that, fostered under the most auspicious of surroundings, our nation has almost spontaneously produced men of the finest mental calibre, of true virile strength, and of vigorous purpose.

And although that authority did not happen to be speaking of Calgary's member in the Dominion House of Commons at that time, no better description could be found to fit Richard Bedford Bennett, M.P., who represents this city at Ottawa. Few men in public life in Calgary has had as distinguished and honorable a career as R. B. Bennett. Politically and professionally, in private life and on the platform, the man who represents this city at Ottawa is conceded, even by his most bigoted political opponents, to be above reproach. His career in the West, and in his home province of New Brunswick, where as a young man he was engaged in the practice of law, can bear the closest scrutiny, and his energy and marked ability, coupled with the above attributes, have made Mr. Bennett a man of more than ordinary distinction in business and political circles.

Characterized by a lofty patriotism, as well as a thorough mastery of all public questions affecting the welfare of Canada as a whole, and Western Canada in particular, the rise of this able attorney in the field of politics in Canada has been rapid and permanent. Few men in the whole Dominion of Canada are able to hold their own with this master of debate who is so well informed on public questions affecting the welfare of Canada that the mere mention of his name is sufficient to fill the largest auditorium in Calgary with a crowd of appreciative and admiring followers. And few men in the Dominion have left the impress of their individuality upon the progress and upbuilding of Western Canada in particular, and the Dominion as a whole, in more marked manner than Richard Bedford Bennett.

Born at Hopewell, New Brunswick, on July 3, 1870, and brought up in an atmosphere of loyalty to the British crown by the parents of United Empire Loyalist stock of whom he is so justly proud, Mr. Bennett is a Canadian in every sense of the word. Like many others great men in the public life of Canada he was educated in the public and high schools of New Brunswick, and afterwards in Dalhousie University. Even in those days he gave promise of the rapid rise he was afterwards to make in the world of affairs in Canada, and was only 23 years of age when he was called to the New Brunswick bar. But although young in years he had a reputation for ability, honesty of purpose, and unflinching courage which was greatly enhanced during the four years that he practiced law at Chatham, New Brunswick, as the partner of Lieutenant Governor Tweedie.

A born statesman, always interested in the public affairs of the Dominion, and always with a natural aptitude for politics and a gift for oratory that has made him famous all over Canada, Mr. Bennett was constantly thrown into contact

with the leaders of public life in Canada, and he made a permanent impression upon all with whom he came in contact. Even in his student days he took an active part in the political affairs of New Brunswick, and when he came to Calgary in 1897 and entered into partnership with Senator James A. Lougheed his coming was hailed with delight by the younger members of the Conservative party with whom he had thrown his fortunes. His fame as an organizer, a keen fighter, and a man of more than usual ability preceded him to Calgary, with the result that the next year after he



RICHARD BEDFORD BENNETT L.L.B., K.C., M.P.

arrived here he was asked to accept the nomination for West Calgary in the Legislative Assembly of the North West Territories. He accepted, went into the fight with that energy and ability that have always been marked characteristics of his, and working just as hard for himself as he had when fighting the political battles of others in the East. emerged from the campaign victorious, and took his seat as a member of the Territorial Legislature. Mr. Bennett held that seat until 1900, when he resigned in order to contest the federal riding of Alberta against Hon. Frank Oliver, Minister of the Interior in the Laurier regime, and although he was defeated on that occasion, he was almost immediately re-elected to the Territorial Legislature in a bye-election, and again the following year at the general elections.

In 1904 Mr. Bennett was offered the Conservative nomination for the new federal rid-

ing of Calgary, but the interests of his clients preventing his acceptance, he was forced to decline the honor, although he took an active part in the campaign which followed and was one of the men to whom the victory of the Conservative candidate on that occasion is attributed.

In 1909 Mr. Bennett was offered the nomination of his party as one of the members for Calgary in the Alberta Legislature, and after another of his notable campaigns, characterized by his marked ability as an orator and his courage as a fighter in the interests of good government, he was elected. His presence in the House at Edmonton was a distinct addition to the forces of the Conservative party in opposition, and the following year he was unani mously offered the leadership of the party in Alberta. Business interests however forced him to decline this honor, although Mr. Bennett was always to the front in fighting the battles of his party whether in the House or on the public platform.

Mr. Bennett held his seat as a member of the Provincial Legislature until 1911, when he resigned to contest the federal riding of Calgary in the general elections of that year. His brilliant campaign on that occasion, when he was one of the few Conservatives in the prairie provinces to be elected, is still spoken of as one of the ablest political campaigns ever fought in the West, had gained for Mr. Bennett fresh laurels as an orator and debater of the highest ability.

But while he has been active as a public man, and has always had the best interests of the country at heart in all political matters, his worth as a citizen of Alberta and Calgary does not stop there.

He has been an Empire builder in more ways than one, and to Mr. Bennett is due in no small degree that large influx of British capital to the Canadian West which has had such an influence in developing and building up this section of the country. Always active in promoting the interests of this city and province Mr. Bennett has taken a big part in establishing many new industries in this city and province. He is affiliated with men of prominence who have made possible the establishment and operation of several of the larger industries of the Canadian West. These concerns have been formed largely through the personal activities of Mr. Bennett and in the aggregate they employ hundreds of men, many of them heads of families, and all of whom make their living in this province and spend their money here. It can thus be seen that Mr. Bennett is playing no small part in the building up of Calgary and of Alberta in a commercial way, while the manner in which he has been so closely identified with the public affairs of this city and province since 1897, has acquired for him a prominent place in the formative period of the history of Alberta.

Mr. Bennett is a partner in the firm of Lougheed, Bennett, McLaws & Co. in Calgary and in addition to finding time to attend to the many matters which are his lot as the member for this city in the Dominion House, enjoys a large and lucrative practice. He is a Fellow of the Royal Colonial Institute, a Bencher of the Alberta Law Society, and is fast forging to the front as one of the ablest men in public life in Canada today.

PAGE ELEVEN

SHELLY'S BAKERY



Largest Bread Manufacturers West of Winnipeg, CAPABLE OF TURNING OUT 35,000 Loaves Daily-Most Modern Plant in the West. Owned and Operated by Pioneer of Calgary. Has been an Asset to the City.

APID strides have been made during the last several years in the production of foodstuffs under sanitary and hygienic conditions because of the constantly growing demand for cleanliness in all things and the use modern machinery of the labor saving kind, and the institution or individual seeking public patronage who early adopts methods meeting these demands grasps the prized opportunity. The transition of the old time bakery to the modern institution utilizing machinery of the latest and highest improved type is but a series of improvements and advancements that have brought about the ideals of food production. These changes have been brought about through public demand and that same public is not slow to recognize efforts to meet the needs of the populace and reciprocates by placing patronage in the path of the enterprising manufacturer.

It is because of the earnest endeavor of J. W. Shelly, the progressive proprietor of Shelly's Bake Ovens, 1136 Twelfth Avenue West, to satisfy the wants and desires of the most discriminating that his bakery today stands out above all competitors as the leader, not only in production but in the sanitary and hygienic lines for which Shelly's Fourex Bread is famous. No more modern and sanitary bake shop in North America—this has come to be the slogan connected with the name Shelly.

When Mr. Shelly answered the call of Calgary and came here several years ago from Eastern Ontario he opened a bakery on a small scale and not a day has passed since the establishment of his business that has not marked an increase in the Shelly patronage. Today Mr. Shelly employs 40 experts and the payroll of the bakery varies from \$700 to \$900 weekly. More than \$150,000 has been invested in the Shelly bakery to make it the most modern and up-to-date in the Canadian West. The ambition of Mr. Shelly has been realized and the institution is today one of the show places of Calgary. At all times of the day and the night, the Shelly bakery is open for inspection. Every nook and corner may be visited

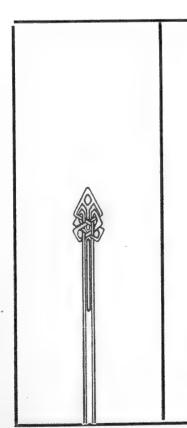
by the curious, Mr. Shelly having given orders to his assistants to go so far as to display the ingredients used in the bread baking if re-

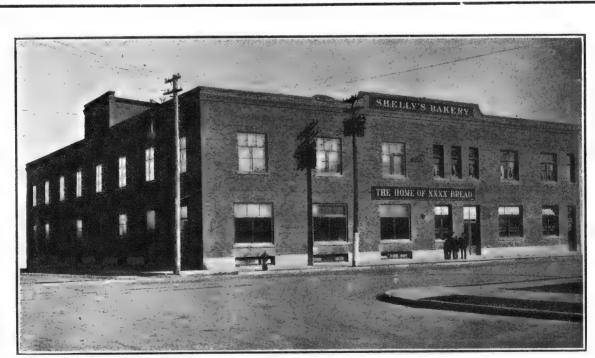


J. W. SHELLY.

Every ounce of flour used in Fourex Bread is sifted by a patent process which removes all lint coming from the sacks and every impurity. The flour is then ready for the blender, the Shelly bakery using the only blender and sifter in the city. Twentieth century machinery takes hold of the dough after it has been sent through the big mixer, where human hands are not allowed to touch the flour or dough, the mixing being done automatically by huge steel "mixers" and other equipment. Between 30,000 and 35,000 loaves of beautifully browned bread may be turned out every day from these modern ovens, 2,000 loaves an hour being the capacity of the modern ovens which were installed at a cost of \$10,000. These up-to-date ovens are heated by natural gas and are kept busy every hour of the day to supply the increasing demand of Calgary and Alberta patrons, much bread being shipped to adjoining towns. Seventeen wagons are kept busy in Calgary supplying the fresh bread to the consumers direct. Business systems installed by Mr. Shelly enable him to determine the exact amount of work accomplished by each employee and what has become of every ounce of ingredients used in the bread making.

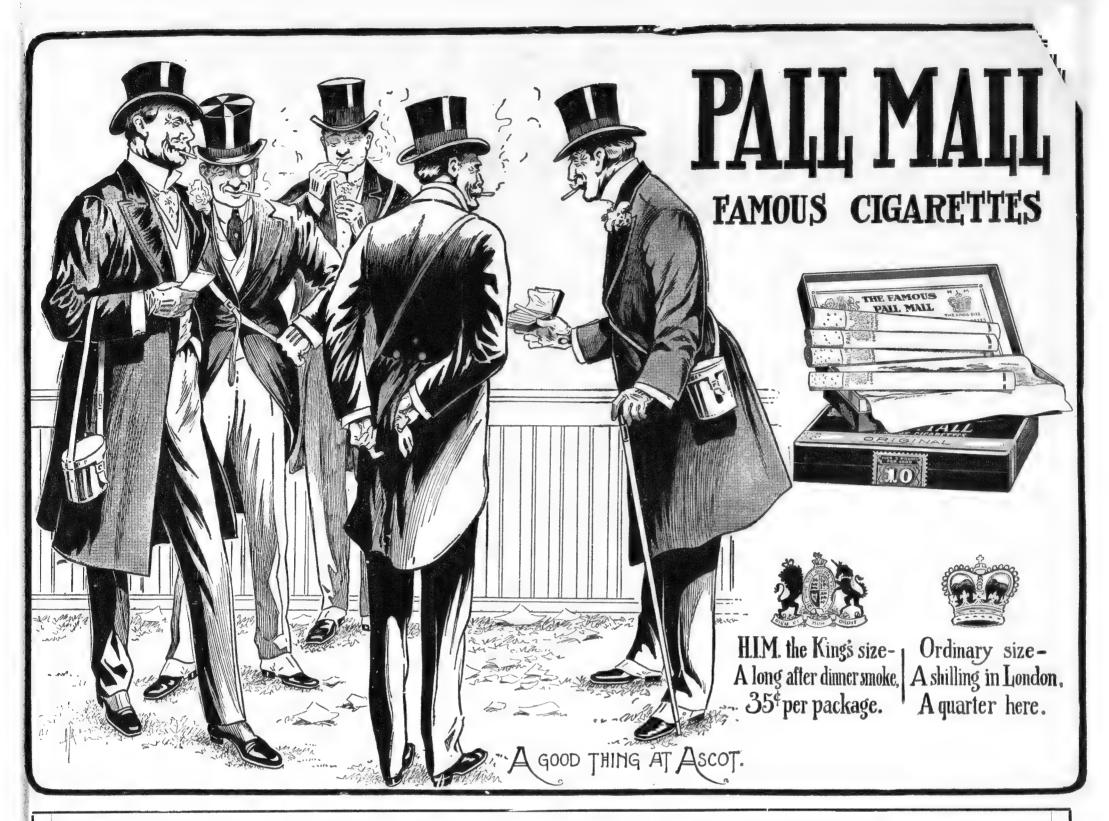
One of the most interesting portions of the big two-storey building occupied by the bakery is the stables on the second floor, absolutely sanitary and separated from the bakery by heavy walls and odor and germ proof doors. The concrete floor and sanitary methods used by all the employees of the stables, even to the cleaning of the horses with a vacuum cleaner follow out the demands in every department of the business laid down by Mr. Shelly. The 18 years he has been in the bread business has placed him and his institution in an enviable position and as one of the most valuable assets of the city of Calgary, Mr. Shelly has proved himself indispensible. Another indication of the endeavor of Mr. Shelly to aid Calgary in demonstrating its superiority as a metropolitan industrial center is the late installation of the wrapping machine shipped to this city from Toronto at a cost of nearly \$2.500. This automatic wrapper which places the sanitary paper, waxed, around every two loaves of bread turned out, takes the place of five employees now wrapping the bread, hermetically sealing it and making impossible the contamination by dirt or germs. It has a capacity of 2,100 loaves every hour and is operated by two expert bakers. Public inspection of this modern machine is invited by Mr. Shelly, the entire workings of the bakery being open to every resident of Calgary, the Shelly motto being Sanitation, Superiority and Satisfaction."











Phil W. McCrystle



Calgary's Leading Tailor Whose Entrance Into the Field Marked a Revolution in the Style of Dress of Citizens Who Care, and Pay Attention to Their Personal Appearance.

RANSITION of Calgary from the village to the metropolitan stage has brought in its wake the revising and virtually the revolutionizing of the mode of living, manner of dressing, methods of conducting business affairs and the placing of the citizenship of a new and modern plane of endeavor. Perhaps the most noticeable change in the aspect of the city aside from the architectural grandeur is that of the adoption of modern styles in dress and attire, the shoddy garments suited to the village and frontier being cast aside for the clothing fitted and designed by the up-to-date tailor.

When Phil McCrystle gave Calgary the most modern tailoring establishment in the province, and in fact the Canadian West, only a few years ago, he brought with him the talent required to meet the demands of the most discriminating dresser and established in this metropolis an institution which has brought praise and credit to the proprietor and the city he has chosen for his future home.

Success of Phil McCrystle has not been accomplished in a day. For many years before casting his lot with Calgary he was the owner and manager of two of the most popular and prominent tailoring establishments in San Francisco, the shops being located on Market Street and on Kearney, in the heart of the business district of that busy city. Mr. McCrystle harkened to the call of the Canadian West, was attracted to Calgary because of his confidence in the growth of the city and opened a tailoring establishment in the Lougheed Building at Sixth Avenue and First Street West which is acknowledged to be among the leaders of the Dominion.

After years of work with his experts Mr. Mc-Crystle has succeeded in perfecting the force, educating them along the higher ideals of tailoring and catering to the individual and the style rather than to the hoi poibloi of the great city. Business of Mr. McCrystle has an individuality. His is a business dealing directly with the personality of the purchaser. During the years Mr. McCrystle has been listed among the leading tailors of the west, both in the United States and the Dominion of Canada, he has devoted his entire energy to the satisfying of the patron, no matter what the cost and because of this determination his patronage has increased by leaps and bounds until he, at the present time, controls the larger portion of the patronage of Calgary men who pay particular attention to their appearance.

Work turned out by the McCrystle experts equals and in many cases surpasses the products of the



PHIL W. McCRYSTLE



INTERIOR OF PHIL McCRYSTLE'S TAILOR SHOP

shops of the United States and London that cater to the exclusive trade.

Because of the constant increase in business it has been necessary for Mr. McCrystle to open an additional workroom and also to establish a branch at Edmonton, the cutting and designing being done in the headquarters at Calgary. The Edmonton branch will be under the direct supervision of a tailoring expert who was for years in charge of one of the stores operated by Mr. McCrystle at San Francisco.

High-grade woolens are imported direct from the makers in England, Ireland and Scotland by Mr. McCrystle for the accommodation of the patrons of this progressive tailor. These expensive weaves are fitted to the form and prepared for Calgary wearers of clothing of individuality at a price in keeping with the cost of production, the figures being lower than prices charged by many tailors of the Canadian West for the same class of garment.

Because of adding to his force of trained experts and enlarging the stock, Mr. McCrystle is in better position than ever before to turn out the garments desired and demanded by the discriminating dresser, the force of fitters, cutters and designers having attained a state of perfection seldom reached in a tailoring establishment of the prominence of the McCrystle shop. The spring and summer trade is expected to break all records, preparations having been made for turning out hundreds of suits, light coats, full dress and tuxedo garments in excess of last year.

In the McCrystle shop exceptional care is taken to protect all goods from dust and soiling, every bolt of cloth being encased in hardwood closets aranged so that a view of that portion of the stock may be gained by the purchaser without disturbing the hundreds of bolts in another department. Cutting rooms are provided at the rear of the display

Calgary has been fortunate in being the city selected by Mr. McCrystle for his future home. After spending several months motoring over the province seeking a desirable location in a progressive city, he selected Calgary, established the business and from the day the doors were open receipts have shown an appreciable increase. Mr. McCrystle has not allowed business cares to hinder him from taking an active interest in all movements intended for the advancement and betterment of Calgary He has been a potent factor in the placing of Calgary in the metropolitan class and the city is justly proud of his activity and citizenship.

PAGE THIRTEEN

Guttman Liquor Company

Importers of Fine Liquors and Wholesalers and Retailers Who Have Taken a Prominent Part in Aiding the Development of Calgary and the Surrounding Territory.

ALGARY'S greatness is measured, not by the men who have been the parasites of the people and institutions who have made possible the development of the city, nor by the institu-tions which have flown with the first indication of financial stress, but by the men and establishments which have been unafraid to share their portions of the civic burdens and turn their every energy toward the achievement of the desired results-the goal of metropolitanism: These individuals and institutions today stand as the pillars of the municipal structure, and upon them has hinged the success or failure of the community. Thanks to their ability and commercial foresight, the city has been lifted to a plane unthought of several years ago.

Influence and financial reputation of a city depend upon the men behind its business institutions, and with the rise or fall of these concerns so goes the fluctuation of the city's worth. It has been because of the presence and activity of such men as are behind the Guttman Liquor Company and other concerns of magnitude, that Calgary has been able to attain the present position of prominence in the list of cities of stability and solidity of the

West. When the Guttman Liquor Company was established in Calgary with a man of the business ability of Joseph A. Guttman at its head, the city gained an asset of which it is justly proud. Mr. Guttman harkened to the call of Calgary after spending several years as manager of his 800-acre ranch in the Trochu district, 75 miles from the city, where he took an intense interest in educational affairs and organized the Harrow school district. For two years he acted as trustee and secretarytreasurer of the district, lending his utmost aid to the providing of modern advantages for the education of the children of the community. He was appointed Justice of the Peace of the district because of his fairness and judicial

For several years the products of the Guttman farm have carried away the blue ribbons at the agricultural fairs and exhibitions. Mr. Guttman's properties being tilled along scientific lines and kept in the best of condition.

He established the Guttman Liquor Com-



JOSEPH A. GUTTMAN

pany the year he cast his lot with Calgary and because of the farsightedness of this business man the firm is doing one of the largest wholesale and retail businesses in the city. When it is stated that this company is carrying a stock of more than \$40,000 and has a bonded warehouse in which more than two carloads of imported liquors are stored, the magnitude of the business may be gauged.

With the changing of the mode of living of residents of Calgary from that of the village to the mien of the metropolis has come the de-

mand for the finer things. The cultivation of culture, refinement, and good fellowship in the club, the office, the dining room and the home has had much to do with the success of the Guttman company.

Perhaps two-thirds of the trade which has been built up by this progressive firm comes from families of prominence in Calgary, the exacting patrons who demand the best. To these customers alone the Guttman Company caters.

Perhaps one of the best examples of the cosmopolitan business methods of Mr. Guttman has been the employment of experts of several nationalities to wait upon and satisfy the wants of the better class of people of their races. Whether it be the Italian, Austrian, German, Hebrew or Caucasian, who enters the Guttman store, if he be of gentlemanly bearing he is waited upon by a countryman. One of the business maxims laid down by the Guttman Liquor Company has been that of refusing to deal with customers of undesirable nature.

The Guttman store at 326a Eighth Avenue East presents a pleasing appearance to the visitor. With its showcases of plate glass in which the imported goods, cigars and buffet accessories are tastefully displayed, the well-arranged barrels from which the liquors drawn from the wood are dispensed, and the fully-stocked basement, which has a capacity of seven carloads, the Guttman store is capable of supplying the demands of the most discriminating connoiseur.

When Mr. Joseph A. Guttman, president and manager of the company, came to Montreal from his home in Austria, his native land gave up a man who has become one of Calgary's prominent citizens. Not alone has Mr. Guttman confined his interests to his farm and the liquor store in Calgary, but he is the proprietor of the Grand Central Hotel at Okotoks, one of the cities in the center of the oil district, one of the largest hotels in the district. Because of the careful and conservative manner with which the Guttman Company has operated the Calgary business, the promptness in delivering orders, and the sale of only the best of all brands of liquors, the concern has gained an enviable commercial position.

The Western Planing Mills, Limited





Manufacturers of Highclass Building Trimmings, Hard Wood Decorations, Doors, Windows, Screens and Beaded Lumber, Who Have Taken an Active Part in the Development and Advancement of Calgary.





ALGARY has her scores of verbal boosters and those who have big ideas but fail to put them into execution, those whose imaginary foresight shows them great possibilities in the future fail to take advantage of opportunities and grasp the situation but it is the men who have mapped out their courses of action, put energy and faith and business brains and foresight behind their every movement which is pressed to successful fruition that are the prime movers in the city's advancement. The drone, the dreamer who fails to hurl himself into the commercial maelstrom to work out his salvation and the settler who allows his eyes to become blinded with the cloudy belief that his Eldorado is at hand and that to labor is unnecessary, have no place in a community of the business thrift and commercial activity in which Calgary is classed. While there is no dearth of the active men there are those who have stepped out in front and initiated, supplying example and laying the foundation for the extension of their influences, not only in the building up of their own enterprises but in the furthering of the develop-ment of the businesses of others. These men have forged their way to the front, established industries which are a credit to the community and have gained enviable positions among the business men of the city and province.

Of this latter type is William A. MacKinnon, president and general manager of the Western Planing Mills Company, Limited, who organized the company and started it on its way to prosperity in 1905.

When Mr. McKinnon, who is one of that type of men whom associates admire, jovial, hale and hearty, well met and a genius at his business, tired of the strenuous life as superintendent of construction for the Canadian Pacific railroad which position he had held for twelve long years, he hearkened to the call of Calgary and decided PAGE FOURTEEN

upon locating in the industrial center of Alberta. With a meagre beginning Mr. McKinnon grouped about him a substantial coterie of men and the Western Planing Mills is the result. Associated with Mr. McKinnon in the enterprise which has meant much to Calgary and Southern Alberta are Alex Macleod, superintendent of the mill, and E. R. Wentzel, secretary. Mr. McKinnon, president and general manager, holds the bulk of the stock.

Five times during the last eight years the mill has been in operation has the increase in business demanded the enlargement of the plant and each time the most modern machinery has been installed and the working staff increased to keep abreast of the times and to supply the demand for high class products necessary to the builder.

Mr. McKinnon is the general who commands the 150 men employed by the company in the mill at 604 Ninth Avenue West at Fifth Street and in the spacious yards at Ninth Avenue and Ninth Street West. From a small beginning, only 20 men being employed, this business has grown to its present proportions and now occupies a position of magnitude in the community.

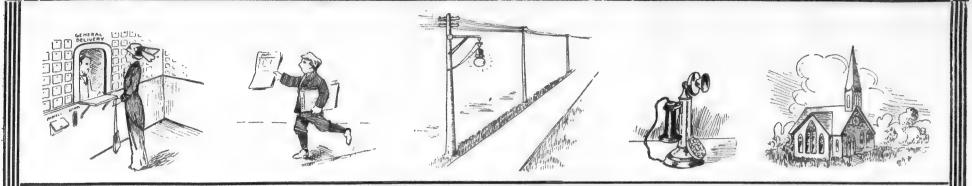
Consignments of planed products, windows, doors, beaded lumber and milled decorations and interior finishings are not alone supplied to home builders and construction firms of Calgary but the demand from the entire southern portion of Alberta, the Kootenay district of British Columbia and so far south and west as the Windermere district for the products of this progressive concern keeps the plant in full operation and daily shipments are being made to these districts. The small beginning has added the valuation of the plant to a figure above \$50,000 while the stock carried in the large yards sends that mark still higher.

That the West is the place for men of ability end energy who are willing to roll up their sleeves

and gird up their loins for the commercial fray, shouldering their share of the burdens of the growing community is demonstrated in the case of Mr. McKinnon and his associates in the Western Planing Mills Company.

When it is remembered that this company, although from exterior appearances small in comparison with the large mills on the district, employs an active working staff or 150 men, more than any other mill in the city and at the same time carries a stock of lumber, windows, glass, veneers from Siberia, Mississippi hardwood and fancy timbers valued at \$130,000 with which to supply the demand of the builder, the magnitude of the institution may be partially realized. Glass used in the manufacture of doors and windows is imported direct from England and Belgium, the shipments coming all the way to the West coast of the Dominion by water.

While many mills throughout the district tributary to Calgary have been operating only a portion of the time during the last two years the Western Planing Mills have been working to capacity and at the present time is unable to keep up with the demand for products for which this mill has created a demand. Superiority in all things and promptness of delivery have been the watchwords of William MacKinnon instilled into the men in his employ and these men, who look up to this stalwart all-round business man more as a brother than as an employer, are ever quick to act on his every suggestion. Mr. Mac-Kinnon and his capable associates have taken an active part in movements looking to the betterment of Calgary and their business affairs have been successful through their strict adherence to sound business methods. Recognition of these policies has not been slow on the part of the builders of Calgary and all Alberta and the Western Planing Mill is today recognized as the leader in its line in the province.

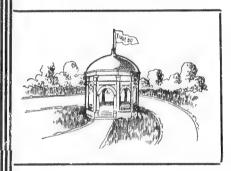


Two Years of Achievement

URING 1913 MORE SUBSTANTIAL PROGRESS AND GROWTH WAS RECORDED IN THE Subdivison of **TUXEDO PARK** than any other section of Calgary. Scores of houses were erected, miles of water mains were installed and extended hundreds of electric lights and telephones were connected up with the city service.

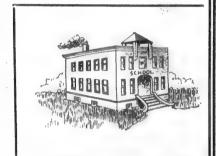
The branch Post Office, **TUXEDO PARK**, was made a sub-station for mail carriers; the City Public School, **TUXEDO PARK**, was filled to overflowing beyond its maximum capacity; City Band Concerts in the City Park Pavilion, **TUXEDO PARK**, were made popular and attended not only by the residents of **TUXEDO PARK** but also by the entire North Hill and from the Southern portion of the city as well.

The street railway made more profits on its Tuxedo branch than any other line in the city, compared with the capital invested and overhead charges; everything during 1913, the year just past, in **TUXEDO PARK** spelt Progress and Success. Now let us see what the year before us will unfold.



URING 1914 more substantial growth will be experienced; Several by-laws passed in 1913 by the ratepayers of Calgary will be the means of supplying **TUXEDO**PARK with a complete sewer system, two new branch lines of the Street Railway and the beautification of the City Park located in the centre of the Sub-Division.

Several business establishments located in the district are now extending their various stocks and preparing for the assured increase in trade that is sure to follow. The retail lines now established represent practically every kind of business found in suburban communities including Provision Stores, Hardware, Lumber Yards, Building Materials, Coal and Wood Yards, Etc., Etc.



At the present rate of increase, by the close of this year over FIVE HUNDRED families will reside in **TUXEDO PARK** and real estate values will continue to enhance proportionately.

HE prices at which 100 lots are now offered for sale in **TUXEDO PARK**, ideally located and served with practically every City convenience are from 20% to 331-3% below the prices of similarly located properties and so served; Prices \$400 to \$600 per lot which, as Calgary continues to grow and become a large and important metropolis, the values of such land will grow and increase proportionately.

Up to date 1426 lots in **TUXEDO PARK** have been sold of which a total of 1016 have been bought by Calgary citizens, all of whom have first inspected the property and as compared with other properties in the city, considered it the best possible investment to be had.

The terms on which this property can be purchased are the most favorable now offered, ONLY One-Fifth cash and the balance payable 6, 12, 18 and 24 months.

The completion of the Centre Street Bridge will bring TUXEDO PARK within seven minutes of the centre of Calgary.

Such improvement and development work will continue and as time progresses prices will go up! Up! UP! Only 100 lots to be sold at these prices and terms. Mail orders will be given first attention and assigned choicest locations available.

The supply of good cheap lots well located in Calgary is limited — The demand is increasing.

Every lot we offer is far below the market price for equally attractive property. "Canada is entering upon a period of unexampled prosperity."
—Sir Henry Pellatt in Monetary Times.

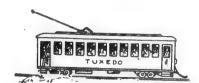
Canadian Estates Company, Limited

OWNERS

Corner First Street West and Twelfth Avenue

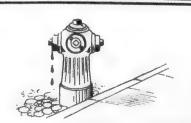
Phone M5531

Tuxedo Park Office M3853









Calgary's Phenomenal Growth Since 1904 due to Alberta "Red" Wheat and Alberta Bred Stock

(By T. T. JOHNS)

Calgary's second serious fire broke out at Christmas time. It started in the Clarence block on Eighth avenue, and reduced that building and the Norman block to ashes in a very short time. Guests in the various hotels in the vicinity hurriedly dressed themselves and ran into the street, firmly convinced that their lives were in danger. The destruction caused by the fire was estimated at \$200,000. Senator Lougheed, Crispin E. Smith, the Calgary Wine and Spirit Company, the Alberta Music Company were the principal loosers.

FIRST CAR OF WHEAT IN 1901

No attempt to write the history of Calgary would be complete without some reference were made to the introduction of hard winter wheat into the province of Alberta, and the immense importance attaching to such an introduction.

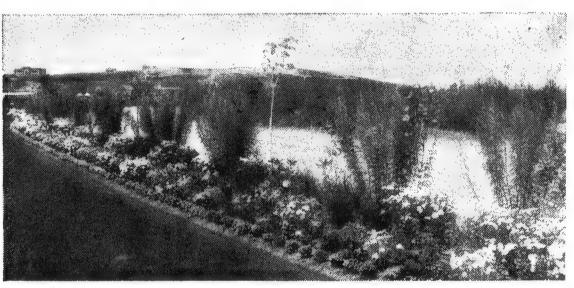
In the summer of 1901 the first carload of hard winter wheat arrived in Calgary. W. H. Brown and E. Thompson, both of Spring Coulee, were the men who were the means of bringing it in. The former sent a sample of his "Odessa" wheat down to Winnipeg for inspection. In a covering letter Mr. Brown asked the Winnipeg inspector's opinion of the best variety of wheat to grow for milling purposes. With the report come back the advice

full provincial autonomy, that the people in this part of the world had the power to set their houses in order.

The North West Territories had only a limited power of legislation by delegation, from the Dominion, and it was not until the new provinces of Alberta and Saskatchewan were formed that the governments of the provinces were invested with complete provincial powers, subject only to the restrictions imposed by the British North America act in the same way as all the other provinces in Canada. The province of Alberta now took the reins of government in its own hands, and the rate of development was increased four fold.

PROSPERITY FOLLOWS DEVELOP-MENT

Nine years ago when Alberta first assumed its status as a province the credit depended to a very great extent on its expectations. But today a very different story must be told. The tide of immigration has folwed at a rapid rate into all parts of the province, commerce has received its resulting impetus, the resources of the province are being developed as fast as capital can be secured, and all this, backed up by a prudent administration of public affairs, has placed the credit of the province in such a favorable light that its bond issues are readily snapped up by the investing public in Great Britain.



FLOWER GARDEN ON ELBOW-BALD PRAIRIE THREE MONTHS AGO

to try Turkey Red. Acting upon this advice a carload of the Turkey Red variety was shipped in from Nebraska and arrived September 15, 1901. This carload was used for seed, and a bumper crop was produced in the year 1902. The fame of this crop spread all over Southern Alberta. And Turkey Red had be come such a characteristic crop throughout the province, and has improved so much in quality since it was introduced, that the farmers of Alberta have felt themselves justified in rechristening this variety, and sending it forth to the world's markets as "Alberta Red."

"ALBERTA RED" BRINGS PROSPERITY

Just what the Alberta Red has done for Calcary and the province cannot accurately be estimated. To anyone who travelled over the country between this city and the international boundary before its introduction, and who again makes the journey in the year 1914, the change will be very apparent. It is, indeed, marvellous. In 1901 there were practically no towns, and the few that did exist were unprogressive and depended entirely on the ranching industry. Now you find a bustling town every few miles, each with several elevators filled to the roof with wheat.

Then one could drive over the prairies for miles without seeing a house. Now the land is all fenced and on every section is a comfortable farmhouse, and the land is producing untold wealth.

FROM COWTOWN TO METRUCLIS

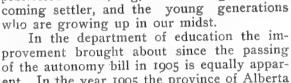
Then Calgary was an insignificant cowtown of four of five thousand inhabitants. Now it is a metropolis of ninety thousand. It would be folly to ascribe all this development to the introduction of Alberta Red. But it cannot be denied that this variety of winter wheat has been one of the most important factors in bringing about this transformation.

Up to the year 1905 Calgary's development has been one of domestic growth. The city was making progress, but very few people outside that indefinite area known as the North West Territories knew anything about it.

It was after September 10th, 1905, when the province of Alberta was formed, and was given

MONEY FOR ROADS AND BRIDGES

Before the era of provincial autonomy there were very few bridges in the province worthy of the name. Farmers had sometimes to make detours of several miles to get to their nearest market town. In some cases they had to make their own roads. Since then the public works department of the provincial parliament has accomplished great things. In 1905, 160 bridges were built, 22 reconstructed and 63 repaired. In 1906 the department built 180, including to steel structures, and repaired 65. In 1907 no less than 258 bridges were built, including 16 steel structures, and 38 were repaired. The roads of the province received similar attention. In 1905, \$34,861.91 was expended in this direction. In 1906, 277.73, and in 1907 \$238,962.54.



schools, state-aided farms and many other gov-

comment enterprises carried on for the purpose

of stimulating an intelligent interest in the

profession of farming, both amongst the in-

provement brought about since the passing of the autonomy bill in 1905 is equally apparent. In the year 1905 the province of Alberta was receiving from the North West Territories assembly at Regina the insignificant sum of about \$3,000 for educational purposes.

CRIMINAL LAWS ARE ENFORCED

Before 1905, not only the making of the criminal law of Canada, but the administration of it, insofar as the provinces of Alberta and Saskatchewan were concerned, rested with the authorities at Ottawa. Since that time, whilst the Dominion government makes the criminal law, the duty rests upon the provinces to administer and enforce it. The present government has realized how important it is from the standpoint of the development of the country that the criminal law shall be strictly enforced.

The government realized that it was of little value to the homesteader or settler to settle on land and stock it, build houses and barns upon it if he was not protected in the possession of his property.

One of the chief duties of the provincial authorities after autonomy was to give the farmer a sense of security on his property after he had acquired it and devoted his lifetime to the development of it.

DISTRICT COURTS ARE ESTABLISHED

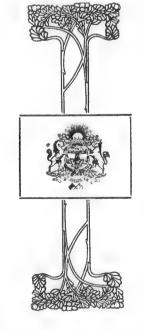
The administration of justice is now carried out under the supreme and district courts. The cost of prosecutions and legal proceedings, maintenance of registration offices, cost of prisoners and insane, and maintenance of the license branch are part of the activities of the present department presided over by the attorney-general. One of the most striking successes of the department has been the establishment of district courts in nearly all towns of any size in the province. Formerly all cases were tried by the supreme court at central points and litigants were compelled to "go to the law" at considerable expense and loss of time. The result of this system is that property is as secure in Alberta today as it is in London, England.

DOOM OF THE HORSE THIEF IS SEALED

The day of the horse thief and bad man are gone forever. While a great measure of the credit for this state of things is to be laid at the door of the government, much of the good obtained for the strict enforcement of justice in the province is to be laid at the door of the Royal Northwest Mounted Police. The reputation of this force is unique and the moral effect of the presence of a member of it in any part of the country is of the utmost value.

RAPID PROGRESS AFTER 1904

Success attending the administration of autonomy attracted the investor. The provinces were not able to give their undivided attention to the development of their immediate territory and capital for investment came this way as it never did before.





CITY HALL

INDUCEMENTS FOR THE SOIL TILLER

Since 1905 the department of agriculture has accomplished a large amount of invaluable work. We have now creameries, travelling dairy outfits, poultry fattening stations, govcrnment demonstration farms, stock judging

The year 1905 very clearly defines the Calgary of the cow town, from the Calgary of today. From that time onward we have politically and commercially paddled "our own canoe" with remarkable success and Calgary has made more progress annually since 1904 than she did any ten years before that rate.

HON. ARTHUR L. SIFTON

PREMIER OF ALBERTA

Provincial Liberal Leader Has Revolutionized Political Conditions and Has Fathered Movements for the Betterment of the Farmers and Other Settlers of the Leading Province of Canada's Great West

London Times in discussing the future of the Liberal party concludes that the next leader must come from the West, which is destined to be the center of Liberalism, Two members of the party are competent for that position. One of the two is Arthur Lewis Sifton, premier of Alberta. When the time comes that the party must select a successor to Sir Wilfrid Laurier, and it should choose the western premier, it would have as chief, a strong aggressive Liberal, steeped in the principles of Liberalism, intelligent, courageous and possessing most of the qualifications of leadership.

SIFTON IS PIONEER OF WEST

Mr. Sifton is typically western. He has been in Western Canada since the beginning of affairs, coming here in 1875 at the age of 17 with his father, who was later a prominent factor in public affairs in Manitoba and his

bill which has served as the bill of rights for the territories. In that bill the provinces were to receive their lands, minerals, forests, and get compensation from the Dominion for the lands already alienated. That was Mr. Sifton's policy then and it was his policy later when he became premier of the province of Alberta.

CHIEF JUSTICE OF SUPREME COURT

Premier Sifton was appointed chief justice of the supreme court of the North West Territories in 1903 and in 1905 chief justice of the supreme court of Alberta.

Through his strict and able interpretation of the law, and his able administration of the court, he created a revolution in Southern Alberta. He was the most popular judge that Alberta has ever known.

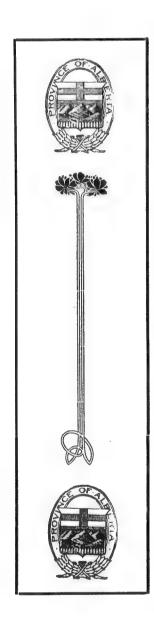
In June 1910 Mr. Sifton became premier of Alberta, succeeding Hon. A. C. Rutherford who resigned. The task was one of great difficulty. Premier Sifton, however, abandoned

Through the policy of his administration the great north land, an empire in itself, is being opened up.

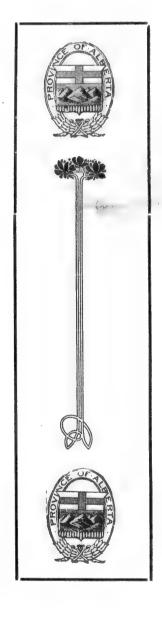
TELEPHONES ON PAYING BASIS

Mr. Sifton has had direct charge of the department of telephones since he became premier. That department has been administered in a very efficient manner, and is one of the brightest examples of public ownership of utilities that any public body could have. The province has extended the telephone throughout the province, to all the vacant spots. Its tolls are among the lowest in America and the telephone system has been operated at a profit.

In addition to the elevator bill which placed within reach of the farmers of the province, co-operative elevators, freeing them from the domination of the monopoly, and the farm implement bill which gave the farmer a chance







HON. ARTHUR L. SIFTON

brother Hon. Clifford Sifton, later Minister of Interior in Canada. He was educated at Victoria University, graduating in 1880. He came to Calgary a few years later and entered upon the practice of law in this city. He was one of the first lawyers in Calgary and was the first city solicitor of the young city of Calgary.

He took an active part in political affairs at the very beginning and helped to keep alive in this part of the province, the spark of Liberalism, in the dull hard days when the territories

In 1890 F. W. G. Haultain, then premier of the North West Territories, now chief justice of the supreme court of Manitoba, invited Mr. Sifton to become minister of public works in the non-partisan territorial cabinet. He accepted and became a very efficient administrator. He sat for the Banff riding.

Mr. Sifton was in territorial politics for four years only, but much happened during that time. The territories made the first effort to secure provincial autonomy and with Mr. Haultain, Mr. Sifton prepared the proposed

the very attractive post of chief justice of the province to enter upon the most arduous duties of the leader of a government at a very stormy period in the history of its existence. A man with less strength of character and less devotion to the cause of the province and to the cause of Liberalism would have quailed before so difficult a task. Mr. Sifton, however, faced the difficulties without shrinking.

His administration has been a very satisfactory one. He has united a discordant party. He has efficiently administered the affairs of the province and he has introduced legislation of an advanced nature through his efforts and those of his government he has placed the province in advance of any other in advanced legislation of a sane and desirable nature.

He has had a very aggressive railway policy. His ideal is to have a railway within reasonable distance of every farmer in Alberta. More railways have been constructed during his premiership than in any other province in Canada during the same period.

against the unscrupulous machine agent, he introduced a form of direct legislation which places in the hands of the ratepayers the direct control of affairs.

Premier Sifton showed his progressive spirit when he introduced the single tax in Alberta. In this respect the province is more advanced than any other province in the Dominion of Canada. This was followed logically by the unearned increment tax, which has recently been adopted.

Premier Sifton sits in the legislature for Vermillion. He is premier, president of the council, minister of railways and minister of telephones. On the first appeal to the country in 1913, his government was endorsed by the return of 37 to 18.

In private life he is a man of great charm. He was married in Coburg in 1882 to Miss Mary Deering.

In 1911 they attended the coronation of King George and were presented to the King and Queen at St. James Palace.

SEVENTEEN

Lieutenant Governor G. H. V. Bulyea

Honored Provincial Official, first to fill the Chair, whose Uprightness and Steadfastness of Purpose Have Accomplished much for Alberta and the Dominion.

VICARS BULYEA, first Lieutenant Governor of the Province of Alberta, was sworn in September 1, 1905, during the celebration of the inaugural ceremonies of the province and was appointed for a second term October 10, 1910.

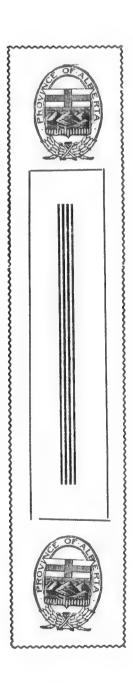
His Honor was born at Gagetown in the County of Queens, New Brunswick, February 17, 1859, and attended the public and high schools in his native village until his matriculation at the University of New Brunswick in 1875. His course at that institution was very creditable as he graduated with first class honors in mathematics and French, winning the scholarships in both subjects in his final year.

of trial and adversity will realize that the experience gained by His Honor in business, in his knowledge of the country and its capabilities and his immediate association with the sturdy pioneer settlers must have been of the greatest use in fitting him for the public positions held by him during the last fifteen years.

In 1892 he was nominated as a candidate for the North West Council but was defeated. Two years later, however, he was the winner in a strenuous contest with the same opponent and was re-elected by acclamation when appointed a member of the Haultain-Ross Executive Council in 1897, the first executive council formed in the North West Territories.

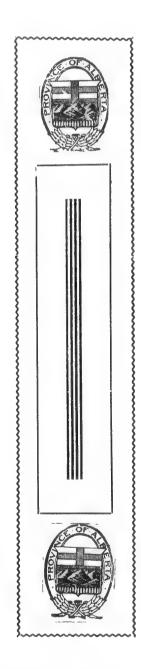
A few months later he was entrusted with the important position of proceeding to Dawson with full power and authority to pass departments and was named Commissioner of Public Works, a position he held until appointed Lieutenant Governor of the newly formed Province of Alberta. His early experience has therefore been of great benefit to him in carrying out the duties of his office.

As the territorial capital had been at Regina, the bulk of the old records, most of the trained staff and the well-appointed library remained with the new Province of Saskatchewan. In Alberta everything had to be started and His Honor and his advisors have bent every energy they possessed to lay a foundation, solid and in accordance with the glorious principles of the British Constitution. During the so-called crisis of 1910, His Honor was confronted with a situation both difficult and unpleasant, but with extreme patience and consummate tact under his guidance a solution was reached





LIEUTENANT GOVERNOR G. H. V. BULYEA



Immediately after he graduated he was selected as principal of the Sunbury County Grammar School, which position he held for nearly four years.

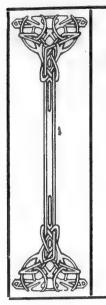
Having become interested in the glowing accounts of press correspondents who accompanied the Marquis of Lorne on his memorable trip through the Western Provinces, His Honor decided to see the wonderful land and arrived at Winnipeg May 14, 1882. In the following spring he moved west to Qu'Appelle along with the late Senator Perley, who subsequently located at Wolseley. At first they carried on a partnership business but on the following year each started in his own line and His Honor remained at Qu'Appelle. Old timers who remember those strenuous days

regulations in the regard to the sale of intoxicating liquor in that area which was then part of the North West Territories and was becoming famous as a gold field. These duties were carried out with such foresight and tact that not only was there no criticism of his regulations and actions as commissioner, but the local council which took over the government of that area after its separation into a separate territory by the act passed by the federal government in the summer of 1898, adopted the regulations almost in their entirety as most suitable for the conditions then existing.

From 1899 to 1903 he successfully administered the Departments of Agriculture and Territorial Secretary in the Haultain government and in February, 1903, resigned from these

strictly in accordance with constitutional precedents so far as applicable and satisfactory to the people of the province.

In the social duties of the position His Honor and his estimable wife have been somewhat hampered by the fact that a properly apportioned Government House was not available during the early years in their regime but notwithstanding this and the other disadvantages both the citizens of the province and distinguished visitors always received a cordial welcome at their temporary residence in Third Street and it is safe to say that no one who has enjoyed their hospitality can have any but the most kindly recollections of the first Lieutenant Governor of Alberta and Mrs. Bulyea.



THE HON. DUNCAN MCLEAN MARSHALL

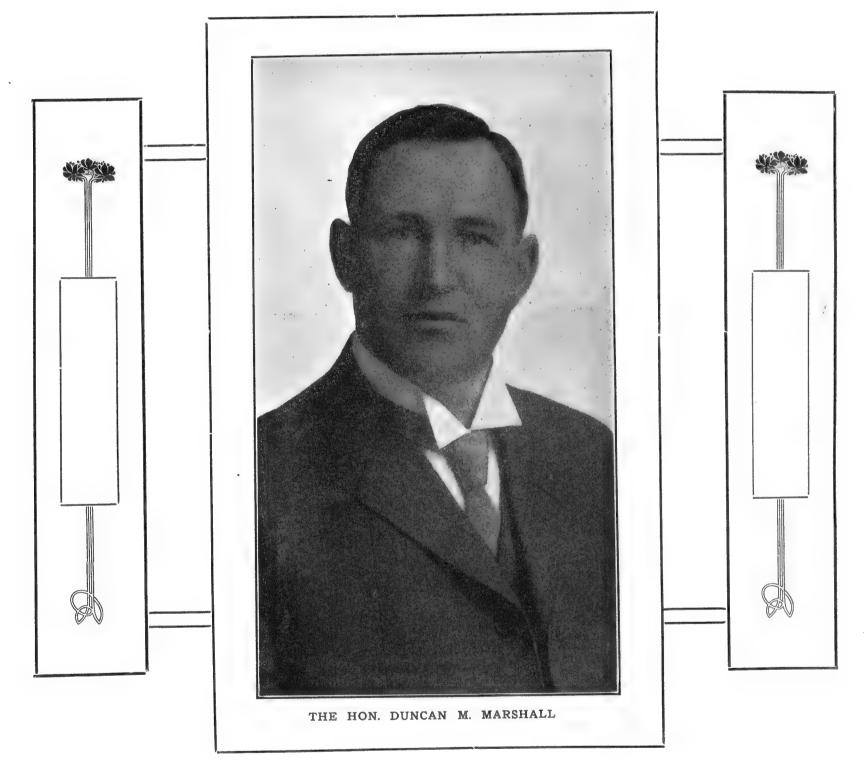
Minister of Agriculture and the Father of The Agricultural School Movement, who, during the years he has spent in Public Life, has become a Potent Factor in the development of the Province of Alberta.



LBERTA has been peculiarly fortunate in deriving vast benefits from the work of the men at the head of its governmental departments under the Liberal party and has achieved remarkable strides toward development and the utilization of latent resources through the sincere efforts of the capable mentalities chosen to guide the fortune of the province. From the open plain, populated by a handful of pioneers and restless redskins, the province has become one of the factors in the betterment of the Canadian West. The soil has been tilled, diversified farming has been introduced, cities

Duncan Marshall's experience as a seasoned newspaper man has ably fitted him for the lofty position which he holds and which he has conducted with such success during the years of the formative stages of the province and municipalities which now dot its confines. He has at all times championed the cause of the agricultural schools and has been instrumental in establishing such institutions at Claresholm, Olds and Vermillion, these schools bringing results which have opened the eyes of the opponents of the sytem and converted hundreds of foes to friends of the farmer and his uplifting.

school of Welkerton and the Collegiate Institute of Owen Sound. After spending 20 years on his father's farm where he secured the knowledge which has been devoted to the cause of the Alberta farmer, he taught school for four years until 1894 when he entered newspaper work at Toronto being connected with The Toronto World and The Toronto News. His newspaper experience has been an invaluable asset to Mr. Marshall during the years of his public service. He later purchased the Union Standard at Thornbury, Ontario, and in 1900 became the proprietor of the Clarksburg Reflector at Clarksburg, Ontario. Three years afterwards he purchased the



have sprung up—not of the mushroom type but communities of substantial commercial and financial merit— schools and public institutions have been established and best of all, schools are now being established for the education and training of the farmers of future generations.

It has been largely due to the ceaseless toil of such men as Duncan M. Marshall, Minister of Agriculture, that the lot of the farmer in Alberta has been bettered and brought to its present high state of prominence. It has been due to the work of this man of mental magnitude that agricultural schools are being established throughout the province and the old manner of cultivating the soil is being gradually eliminated.

Antiquated policies of turning over a foot of soil and carelessly dropping a handful of seed beneath the surface, hoping to reap a crop through the fertility of the soil and the sunshine and rain have passed away under the tutelage of Duncan Marshall and his associates. The agricultural schools are already proving their worth by displaying results in greater crops, improved farm homes and buildings, better tillage methods, the raising of purebred stock, and in the thousand and one means entering into the placing of the agriculturist on a plane far above that of the old time rancher.

The Hon. Duncan Marshall was born in Elderslie township, Bruce county, Ontario, September 24, 1872, was educated in the high Bracebridge Gazette which he sold in 1905 and cast his lot with the province of Alberta. The previous year he was the successful candidate for the legislature from Muskoka but in 1909 was elected from Olds. Because of his unusual ability he was appointed Minister of Agriculture and Provincial Secretary under the Rutherford administration and was reappointed minister by the Sifton administration in 1910. He was re-elected in 1913.

Mr. Marshall is a prominent member of the Edmonton Country Club. His works are recommended to the residents of Alberta and no more efficient officer has yet held office in the province or effected results of wider scope and greater importance than Duncan Marshall.

PAGE NINETEEN



The Hon. Archibald J. McLean



Alberta's Provincial Secretary, Who Has Won Lasting Esteem in the Hearts of Residents of the Province Through His Businesslike Administration of the Affairs of the Province With Which He Is Entrusted

ESTERN CANADA'S big things have been accomplished by men of rare mental calibre conversant with conditions and capable of handling problems of intricate makeup with the same ease as the tussles of everyday life. The remarkable development of this great Canadian West has been made possible by the untiring efforts of the men who have played the commercial, agricultural, and financial game for the betterment of the communities of which they are parts and have placed their abilities at the disposal of the populace. These men have been rewarded by the people whose causes they have championed by election to the highest offices in the power of the populace.

Seldom is it that opportunism enters into the success of the leader of men today. His profits, if there be any, have been wrought by hard labor and through years of privation and planning, utilizing every energy and effort to bring the result. Probing beneath the commercial cuticle of the province reveals the fact that the men who have made the Because of the unusual ability of Mr. Mc-Lean, after he was elected to the provincial parliament from the Lethbridge district, he was named provincial secretary by the Sifton government and so thoroughly has he transacted all business coming to his office that his name is mentioned by thousands of his constituents for promotion.

Here's a bit of history regarding this capable man that will be of intense interest to both friend and foe, and of the latter he has few.

Biographies usually start with the mention of the parentage of the mentioned man. Suppose we start at the accomplishment end? After Archibald McLean, now known to his friends as "Archie," came west to the Pipestone district, now known as the Virden district, he immediately became a factor in the stock raising industry. This was in 1881. He became identified with stock raisers for several years, conducting a ranch south of Pipestone river, purchased horses from Ontario and carried on a business which laid the foundation of his fortune. It was not until 1886 that he

McLean and his mother the former Miss Clementina Murchey. His father died in 1908 at the age of 84. Mr. McLean gained his education in the public schools of his native township but his training in the school of hard knocks of the pioneer west has fitted him to battle with any problem presentable.

In the spring of 1909 Mr. McLean was chosen to his seat in the legislative assembly of Alberta and because of his demonstrated ability as a lawmaker he was chosen to the Sifton cabinet as provincial secretary.

Looking backward but a moment—at the first convention where the nomination of Mr. McLean was at stake, his Raymond opponent secured control. Taber people insisted that Mr. McLean become a candidate. He consented. He was elected and the first opportunity after his election Mr. McLean gave his first appointment to the capable man whom he had defeated, Dr. Rivers, naming him warden of the Lethbridge prison.

Policies adopted by Mr. McLean in the handling of prisons in the province, particularly









prosperity which exists today, the men who have blazed the way for the settlers which dot the province in thousands today, were the men who cast their lot with the district when future accomplishments was the goal at which they aimed.

It has been pioneers of the type of the Hon. Archibald J. McLean, one of the best known men of the Lethbridge district and one of the most favorably known statesmen of the province who have been the mainstays of Alberta and who have built up a province of prominence from a land of cattle ranges.

moved to Alberta, after tilling thousands of acres in the region he left to cast his lot with this province, and established a stock ranch east of Lethbridge, which is today his recognized home. With the encroachment of the small farmer and the march of the diversified farming policy he has sold much of the range and disposed of many head of cattle and horses until today he is the big farmer of the Lethbridge district.

Now for the bit of biography. Archibald J. McLean was born in the township of Aldbore, Elgin County, Ontario, September 25, 1860, his father being the illustrious farmer, James

the Lethbridge jail, have been the bearers of laurels for this sturdy member of the cabinet. The adoption of the honor system, allowing prisoners to toil at their will, but to return and report to the prison warden at stated intervals, has been one of the most popular accomplishments of Mr. McLean. When he became a candidate again in 1913 he was elected by a large majority and his systems were endorsed overwhelmingly.

Not only has Mr. McLean "made good" but he has given Alberta a businesslike administration and has paved the way for greater administrative accomplishments.



ALBERTA'S ATTORNEY GENERAL



Hon. Charles Wilson Cross, B.A., L.L.B., M.L.A., Whose Record as a Public Man and Citizen of Alberta Places Him in the Front Rank of Builders of Western Canada.

EW men in public life enjoy the confidence and esteem of their fellowmen in the same measure and manner as Hon. C. W. Cross, Alberta's first minister. A man of distinction in business and political circles; a man who has left the impress of his individuality upon the progress and upbuilding of Alberta in many lines, and a public man who has kept pace with the wonderful progress and development of this province, and has done much to accelerate that progress and development, Mr. Cross occupies a prominent position in the front rank of those men who have given their time and talents toward making Western Canada the most progressive portion of the Dominion, and toward making Alberta a province that is noted far and wide for the manner in which its laws are made and carried into effect for the benefit and protection of even its humblest citizen.

Keen and aggressive, taking especial interest in the passing of legislation for the benefit

giving him a prominent place in their councils. The manner in which Mr. Cross "took hold," and the magnetic personality which drew the young men of the city and province around the new leader in whom they recognized a man who had not only the inclination, but also the ability to do big things for the West, proved the wisdom of their choice. For years Mr. Cross worked hard and unceasingly in the interests of his adopted country. Any forward, progressive movement, having for its inception the development of the West, received not only his whole-hearted endorsement, but also his energetic support, and when the province of Alberta was formed in 1905, and the people of the capital city of Edmonton were looking for a man to represent them in parliament, they chose Mr. Cross, and elected him to office by a majority that has been given to few public men in the West. Party politics played but a small part in that election. Liberals, Conservatives and Independents; men of the working classes and the employers



HON. CHARLES W. CROSS Attorney General of Alberta

of the working classes, and yet maintaining an attitude of fairness which has won for him the admiration and respect of employers and employees alike, Mr. Cross is a good type of the progressive man of affairs of this virile country, and on all sides, irrespective of political beliefs, he is looked upon as one of the coming men of Canada.

Born in Madoc, Ontario, on November 30, 1872, Mr. Cross received his education at Upper Canada College and later on at the Toronto University and Osgoods Hall, being called to the bar in 1898.

With that remarkable foresight which has characterized his public career. Mr. Cross early saw the advantages of Western Canada, and soon after being admitted to the bar came West to Alberta and located at Edmonton. Immediately he began to take a keen interest in civic and political questions affecting his adopted city and country, and the leaders of the Liberal party in the West at that time, recognizing in the energetic, hardworking young lawyer from Madoc, a man who was born to lead and organize, lost no time in

of labor; business and professional men, recognized in Mr. Cross a man of whom it might well be said that he cared only for the upbuilding and development of the province, and they united in putting him into a position where he could be given a chance to carry into effect the methods of reforms he had so often preached from the public platforms. That the big men of the Liberal party coincided with the opinions held by the citizens of Edmonton was evident when Mr. Cross was offered and accepted the position of the first attorney general for the province of Alberta.

For over four years Mr. Cross held office in the Rutherford government, and when he again appealed to the people for re-election in 1909, his majority was larger than ever. Mr. Cross had "made good" in the fullest sense of the word. He had fostered and fathered legislation in the interests of the masses. He had passed legislation which, while protecting the working men, was also eminently fair to the employers. Ever and always his aim was the upbuilding of Alberta and the protection and advancement of its citizens, and the people of

Alberta generally, and of his home city in particular, showed their appreciation by returning the government of which he was one of the most important members, and by returning Mr. Cross himself by a majority that excelled even his previous good showing. And in the meantime Mr. Cross had done much for the whole province. In 1906 he was a member of the Interprovincial Conferences, and at that time did much toward placing the various provinces on a better footing in their relations with the Federal government. Always he was to be found on the side of progress and development. Always he lived and worked for the West and Alberta, and as a result of his energy and action, working shoulder to shoulder with the other members of the government at that time in four short years Alberta, from a country of only a few miles of railroads, with few bridges and fewer trunk roads became known as one of the best served provinces in the Dominion in this respect.

Everywhere the young attorney general of Alberta travelled in the general elections in 1909 he was received with enthusiasm by the people of the province, who recognized in this able young leader the one man to whom they owed more than a passing debt of gratitude for the manner in which their province had progressed in the past four years. His campaign tour through the province was one triumph after another, and when, in March, 1910, political differences made it impossible for him to hold office any longer and still maintain that self-respect for which he has always been noted, genuine sorrow was expressed by solid business men all over the province. So great was this feeling of discontent that when Hon. A. L. Sifton, the present premier, was called upon to fill his cabinet in 1911, he again chose as the attorney general the same young leader who had occupied that important position with the Rutherford administration. Mr. Cross accepted the office, ran in the bye-election of May 1912, and in face of fierce opposition, was again elected by a huge majority which was increased in the general election of 1913.

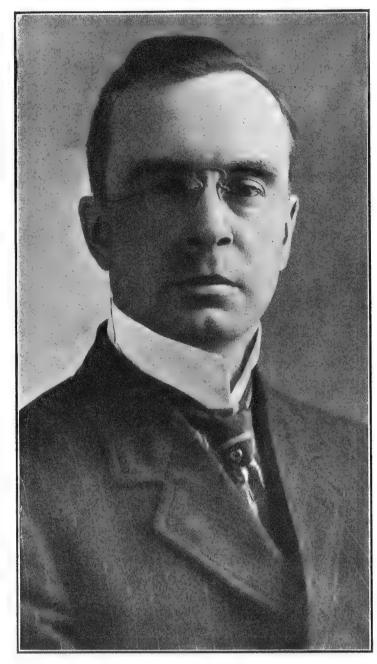
That is the public record of Alberta's attorney general of today. Even his political enemies admit that his aims have always been for the advancement of Alberta, and that his actions have all been made with the intention of building up and developing this province, irrespective of party politics. More and better transportation facilities; more roads and bridges; the protection of the life and limb of the working man; legislation aimed at developing the wonderful resources of Alberta, have all been promulgated or heartily endorsed by Mr. Cross, and as a result he is admittedly one of the best liked and most prominent men in the public life of the province today.

And while he has devoted his time whole heartedly to the business of the province in his official capacity, Mr. Cross also found time to take a keen interest in all branches of healthy outdoor sport. In his younger days a lacrosse player of note, Canada's national game has always found him one of its warmest supporters in Alberta, while Canadian rugby and other athletic pastimes have also received his endorsement and support. "You young men who are developing healthy active bodies are doing your part in developing the province," he said on one occasion in addressing the young men at an athletic meet. "No country can become truly great unless its men and women possess healthy active bodies, and healthy active minds, and I am always glad to do what I can towards fostering athletics in Alberta, for I believe that the future of this province is in the hands of young men of the stamp of those I see before me now who are doing their part towards preparing themselves for the places they are to take in building up Alberta, and making this province what we all believe it will be in the no distant future, the best province in the Dominion of Canada.'

And in those words Attorney General Cross gave his hearers an insight into the real man; the "Charlie" Cross known, loved, and admired by the men who have been closest to him since his advent into the public life of the province, and who know, as the general public has had no opportunity of knowing, that with Hon. Charles W. Cross, Alberta's attorney general, it is Alberta and Canada, and the upbuilding and developing of both, first, last, and all the time, that personal aggrandizement is set aside and that he is of the West and for the West in everything he undertakes and does.

Wilfrid Gariepy, K.C., M.P.P.

Alberta's Newly Appointed Minister of Municipal Affairs who, through his Record as Citizen, Alderman, Lawyer and Member of Parliament, has carved his niche in The Canadian Hall of Diplomatic Fame



HON. WILFRID GARIEPY, K.C., M.P.P.

LBERTA'S development during the last several strenuous years has hinged upon the activity and capability of the young men, conversant with conditions, in whom the great mass of the people have reposed confidence by selecting them as municipal and provincial ders. As a land of young men's accomplishments Alberta leads the Canadian west and perhaps the Dominion. These young men have been drilled in the school of Canadian welfare and have learned the ins and outs which enter into the curriculum of the school which they are developing and moulding for the next generation of commercial and municipal captains.

It has been men of the type of Wilfrid Gariepy, K.C., M.P.P. who have accomplished the enviable goal of provincial progress which has been attained for Alberta and the cities of great influence which aid in making up its magnitude. Deeds of these young framers of the future welfare of the province loom up as beacons, welcoming the settler to the province and assuring the residents of Alberta that all is well and that the cornucopia of prosperity is still pouring its good things into the lap of the western district.

Wilfrid Gariepy, as the youngest member of the provincial parliament has accomplished a record, undefiled by ulterior motives and free from contamination of mistaken ideas.

His appointment as Minister of Municipal Affairs in the Sifton cabinet but a few months ago was welcomed throughout Alberta as one of the wisest moves of the administration, Wilfrid Gariepy having demonstrated, before his election to the provincial parliament, his ability to cope with the knottiest problems, find a solution and announce his answer in a sauve, diplomatic manner, satisfying both friend and foe and overcoming mountains of antagonism.

His capability has already been shown during the short time he has been in the cabinet by his careful handling of affairs dealing with delicate municipal questions. During the time he has been in the cabinet his critics have been converted and scores of his foes have become his firm friends and supporters.

As a member of the city council of Edmonton, to which position he was elected by a large majority, Mr. Gariepy demonstrated without fear or favor that his activities were for Edmonton as a whole, the specified subdivisions or tracts having little bearing upon his activities. This same attitude has been carried with him into parliament and as a member of the cabinet he stands for Alberta, for the best interests and betterment of the province.

As Minister of Municipal Affairs many problems which require the application of the master mind are called to his attention and thus far during his term of office he has scoffed at failure and has handed his constituents the wholesome solution, reached by rapid fire calculation. The dissatisfied community has yet to appear with its plea for revision of decisions.

The Hon. Mr. Wilfrid Gariepy, member of the provincial parliament for Beaver River has been a resident of Edmonton for about twenty-one years and because of his strong political convictions and intense study of political economics he has been several times honored by election to offices of prominence in the civic, fraternal and provincial organizations. As president of the Liberal Association, the Hon. Mr. Gariepy accomplished much for the party in Edmonton and the province. As alderman he has been an invaluable factor in the development of Edmonton while as a member of parliament his career is but budding.

The Hon. Mr. Gariepy took his degree of B.A. at the Laval and of B.C.L. at McGill, the universities which have turned out so many of the leading lights in Canada's political and commercial life today.

His father, Mr. Joseph H. Gariepy, who has amassed a fortune through upright dealing and fair treatment of his fellow man, has for years been one of the pillars supporting the financial and civic structure of Edmonton and the tributary territory. His solidity, his honesty of purpose, his frankness and his determination to aid the district is reflected in the work of his son, Wilfrid, the young man upon whom rests the burden of municipal management of cities of the province.

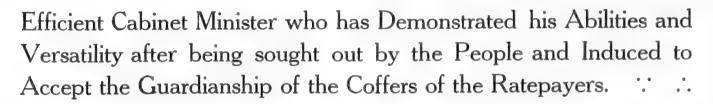
The Canadian West is watching the Hon. Wilfrid Gariepy, and the Canadian West with its cosmopolitan populace and its men of many opinions will not be disappointed. As Minister of Municipal Affairs, the Hon. Wilfrid Gariepy, with his varied experiences and his soundness of mentality and certainty of decision is destined to become one of the factors in the ultimate placing of the west in a position of prominence in the Canadian spotlight of national administration.

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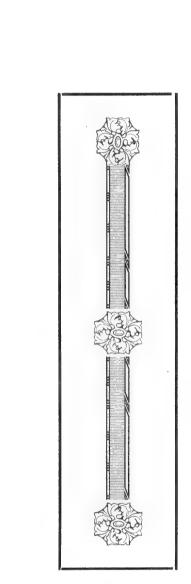


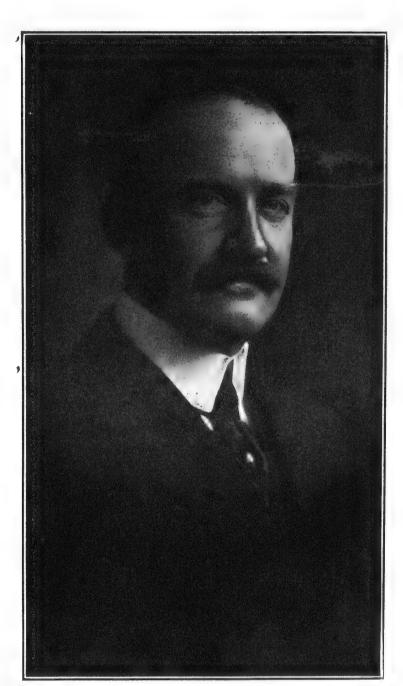
Hon. Charles R. Mitchell

Provincial Treasurer

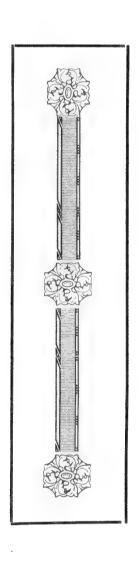












ONORABLE CHARLES RICH-MOND MITCHELL, Provincial Treasurer of Alberta, is one of the most efficient members of an efficient cabinet. He is one of the men serving the Provincial Government who were sought out by the people because of the exercise of abilities, unheralded by undue and undignified noise and acclaim. The people discovered him.

The Hon. Charles Mitchell possesses modesty, that attribute rarely found in modern times in the makeup of many men holding political office, yet that qualification demanded by the ratepayers along with capability and general efficiency in the guardianship of the heritage of the Canadian populace.

Devotes Energies to Study of Law

Before being called to the cabinet the Hon. Mr. Mitchell had not rent the rarified air of the prairies with tributes to his own abilities or greatness. He determined that by close application to the study of law and a study of the political situation in the province and the Dominion, he would "arrive" by a more dignified route.

On June 1, 1910, when Hon. A. L. Sifton, Premier of the Province, was casting his eye round the province for a capable man to fill the dual offices of Attorney General and Minister of Education, the Hon. Mr. Mitchell was

discovered after his conscientious work as District Court Judge had brought him into contact with public affairs.

Mitchell Minister of Public Works

Since his accession to the cabinet he has proved a most versatile member, sufficiently accomplished to fill many offices with equal success. From his original post he was promoted in 1912 when a rearrangement of the cabinet was made, and the membership was increased to eight, to the important portfolio of Minister of Public Works. That post he held with honor and distinction until December 1913, when be became Provincial Treasurer.

Mr. Mitchell has had a career which fits in well with his character. A son of the late James Mitchell, Inspector of Lighthouses for the Province of New Brunswick he was born at Newcastle, N.B., on November 20, 1872. He received his education at Harkin's Academy, Newcastle, and the University of New Brunswick at Frederickton, N.B., graduating from the latter institution with the degree B.A. in 1894.

Student In Law Office of A. G. Blair

Law naturally called him and he commenced his studies in the offices of the late Honorable Andrew G. Blair at St. Johns. In 1897, the degree of B.C.L. was conferred upon him by Kings College, Windsor, N.S.

After practicing his profession for a time with Hon. L. J. Tweedie at Chatham, N.B., he came west and in February 1898 opened an office in Medicine Hat. After nine years spent there Edmonton became aware of his ability, and promoted him to the District Court Bench for the Judicial District of Calgary. From 1901 to 1907 he held the position of Crown Prosecutor.

He resigned from the District Court in May 1910, and the following month was called to the cabinet. His abilities carried him through the difficulties of that office and in the enlargement of the cabinet he was transferred to that important position, Minister of Public Works.

Represents All Of Bow Valley

As such he had to go to the constituency of Bow Valley, a newly created riding where George Lane had polled a large Liberal majority before. When it was mentioned as probable that Mr. Mitchell would run in this constituency upon the resignation of George Lane, Conservatives and Liberals alike announced that they would accord him a seat by acclamation. Accordingly Mr. Mitchell now represents the whole of Bow Valley, the Conservatives having refrained from putting up a candidate to oppose him.

Mr. Mitchells' clubs are the Ranchman's of Calgary, and the Edmonton Club of Edmonton.

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The Hon. Charles Stewart

Alberta's Minister of Public Works Whose Activities have been One of the Factors Which have entered into the Growth and Advancement of the District and Whose Legislative Ability has proven an Indispensible Provincial Asset

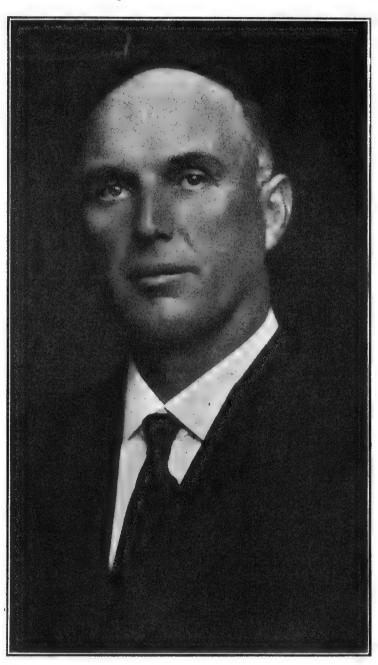
ENERALSHIP has been one of the greatest virtues which have played prominent parts in the growth and development of nations. In small business combinations history is replete with instances of where the man endowed with the staunch and sterling disposition and mental facilities has risen above his associates and become the leader. Just as one of two men becomes the leader, just so certain it is that through sheer force of character and business judgment men shall rise to heights of importance in the city, the county, the province or the dominion of which they are a part.

It has been but a few years ago since Alberta was created as a province but during those few years the sifting process has been adopted in

When Charles Stewart was elected to the Alberta Legislature by acclamation from the Sedgewick district in 1909 the province was making the first strides toward prosperity. Through his capable work and through the assistance of his associates Alberta today ranks high among the provinces of the West. Industries have been established because of the presence of facilities for power, light and heat. Public utilities have been given opportunities of advancement because of the leeway offered by the government. And yet the province and its development is still in its infancy, and through the sincere efforts of Minister Stewart this advancement promises to mark a new stage during the coming years.

Mr. Stewart became Minister of Municipal affairs when the portfolio was created in 1911,







HON. CHARLES STEWART, Minister of Public Works.

the choosing of the men to sit at the head of governmental affairs. The chaff has been blown away by the cyclonic breath of discriminating people and only the best has remained.

To choose a more capable body of men to guide the governmental affairs of the province would be a difficult task, should the present cabinet be removed from office. It has been through strenuous efforts, both individually and collectively that the cabinet officers have accomplished results in Alberta which have opened the eyes of the wondering west. From a district dotted with waste places the province has become the home of thousands of soil tillers. From a cattle range the province has undergone the transition to a virtual wheat field, beautified by cities of prominence whose financial backing is marked by the thousands of dollars annually turned into the banks by the thriving farmers, dairymen, merchants and men who take part in all lines of business.

This transition has been brought about largely through the establishment of public utilities which have made possible the growth of the cities and the countryside. Without power, light and heat, development would be at a standstill.

And it has been through the work of such men as Charles Stewart, Minister of Public Works, and his associates that this advancement has been made possible. his intense interest in the upbuilding of the district and his frank statements of facts regarding his stand on matters of public interest, gaining hosts of friends for him throughout the province and especially among men who watched his work during the years he had been in the provincial parliament.

When Mr. Stewart returned to his constituents after being appointed to the cabinet, he was returned by a large majority, his opponent losing his deposit. He was later re-elected and was then appointed Minister of Public Works, his former cabinet office being given to the Hon. Wilfrid Gariepy, the youngest member of the cabinet. It has been the determination of Mr. Stewart to place the province on a plane of industrial development second to none in the dominion, whether he be Minister of Municipal affairs or Minister of Public Works or simply a private citizen and with the aid of his co-workers and constituents this result is being reached.

Charles Stewart was born at Strabane, Ontario, on August 26, 1868, the son of Charles and Catherine Stewart. He was married in 1891 to Miss Jane R. Sneath and has four sons and four daughters.

It is to Charles Stewart, one of the most stalwart Liberals of the west that the province and district looks for future worthy developments such as he has already accomplished.





ISAAC K. KERR





Pioneer Financier, Lumberman, Auto Dealer and Landowner, Whose Intense Interest in the Development of Calgary has Resulted in the Upbuilding of a Metropolis.



NDERLYING the structure of civic advancement, the ramparts of sinuous strength which serve as the binders for the metropolitan achievements of today, the seeker for knowledge shedding light on the cause for the rapid advancement during the last several years will find the accomplishments and deeds of merit of the men who braved the perils of desert and prairie to cast their lot with Calgary when the hamlet was but a trading post on the wind-swept plains.

Beneath the commercial cuticle of every western municipality of the importance and prominence of Calgary discloses the foundation laid by these sturdy pioneers who are still active in the financial world of the city and province and who are regarded as the commercial sages of the commonwealth, their advice and counsel being sought when knotty problems confront the younger business man of the modern era.

conjunction with the Eau Claire Lumber Company, Mr. Kerr became president of that company and has retained the position ever since.

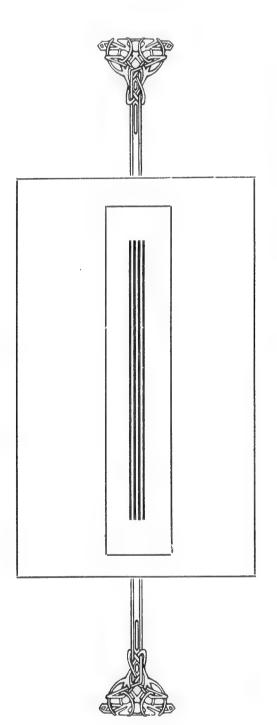
Interests with which Mr. Kerr are identified purchased the plant of the Calgary Milling Company in 1900. The mill at that time was suffering a struggling existence. The new company enlarged and modernized the plant and placed it on a profitable basis. Mr. Kerr was also elected head of this enterprise and held office until the interests of the firm were disposed of several years later.

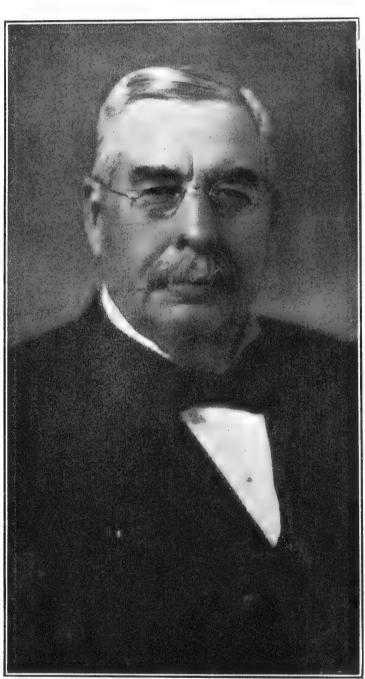
This progressive pioneer first viewed the village on August 13, 1883, when he was delegated by the Wisconsin company to look over large timber holdings and limits held by the syndicate in the northern district. When Mr. Kerr first came to Calgary he was immediately impressed with the possibilities of the future and decided then to return and make

composed of I. K. Kerr and his son, H. H. Kerr, at 706 Seventeenth avenue west, the building being owned by I. K. Kerr. Cement floors, kept spotlessly clean at all times because of the insistence of Mr. Kerr that sanitary methods be followed, display rooms and repair rooms kept in such condition as to be ready for inspection by the most fastidious patron at all times enter into the success of the H. H. Kerr Company in Calgary.

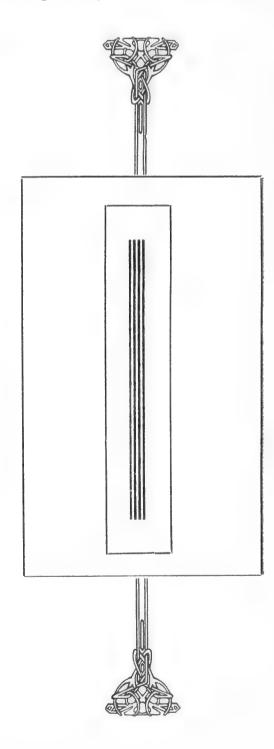
Aside from the Kissel Kar, the H. H. Kerr Company handles the Chandler automobiles and the Kissel Trucks, the superiority of these machines entering into the sales methods established by Mr. Kerr, only the best being turned out to the many patrons. Guarantees go with every machine sold by the Kerr Company.

Wisely made investments when Calgary was young have proved profitable to Mr. Kerr although he has retired from active business life, leaving the majority of his affairs to the





ISAAC K. KERR



It was men of the type of Isaac Kendall Kerr, Calgary pioneer, and one of the big builders of the city, who clung tenaciously to the city through thick and thin, rolled up their sleeves in troublous times and shared their portion of the burdens of the city and the community, who paved the way for the march toward prosperity and metropolitanism.

While a young man Mr. Kerr cast his lot with Calgary, entering the lumber business with Peter A. Prince, of the Eau Claire mill, which was erected in 1886. He became president of the company, having been identified with the heads of the syndicate which made possible the formation of the company at Eau Claire, Wis. The mill is still in operation and is one of the largest and most important in the province. When the first electric lighting plant was erected in Calgary in 1889, in

his home in the city. When his holdings became so extensive in the Calgary district that it was impossible to manage them from Wisconsin, he removed to the city with his family and has ever since taken a keen interest in civic affairs and every movement intended for the betterment of the metropolis which he has assisted to grow from the hamlet he viewed in 1883.

His interests in the city are many and varied. He is a large stockholder in the Natural Gas Company, the Eau Claire mill, owner of the Kerr Automobile Company, proprietor of several modern business blocks and controls valuable real estate located in the most prominent districts of the city.

One of the finest garages in the city is maintained by the H. H. Kerr Auto Company,

management of his capable sons, Isaac K., Jr., and Henry H., he continues to take a never-failing interest in matters of welfare to the business and civic life of Calgary.

Mr. Kerr was born in Clarence, Ontario, June 29, 1841, his father, a Scotchman, being a pioneer farmer of Canada. He started his commercial life as clerk in a small store at Papineauville, Quebec, and afterwards spent three years in the lumber business at Thurso. Quebec, laying the foundation for his career as a lumberman. For nearly 40 years Mr. Kerr has been identified with the lumber industry and through his wholesome influence and capable management, the industry in Calgary and Alberta has benefitted. The thinking citizens of the province and, in fact, the entire Canadian West conversant with the activities of Mr. Kerr are justly proud of his citizenship and co-operation for development.

The Calgary Oil Fields

Local interests will expend \$500,000 in development work during the next few months; ten wells being drilled, and as many more will be "spudded in" in the immediate future; superfine quality of oil found in small quantity; "wet" gas in several wells; geologists are agreed that indications are of a most favorable character

HE BEST EVIDENCE of the faith of local financiers in the future of the Calgary-Okotoks oil fields is evidenced by the fact that upwards of half a million dollars has been provided for the development of the district. A very large proportion of this amount has been furnished by Cal-

portion of this amount has been furnished by Calgary people, who are familiar with conditions, at a time when the city is feeling the financial stringency that exists all over the Dominion.

Drills are dropping in ten wells. Before the end of the season, and in the event that oil has not been struck in paying quantities in the meantime, as many more rigs will be in operation. If oil is struck, any number of concerns will be drilling.

The district is young as regards development. It is only a little more than a year since the first well, that of the McDougall-Segur Development Company, was spudded in on holdings in the northern section of the district. A few weeks later drilling was commenced by the Calgary Petroleum Products Company, in what might be designated as the central portion of the district.

In several of the ten wells "wet" gas has been encountered. This gas differentiates from the dry gas in the fact that it is heavily charged with gasoline. The wet gas is more pronounced in the Discovery well of the Calgary Petroleum Products Company, possibly because of the depth of the drilling. From two to three million feet of wet gas is escaping from this well every 24 hours. It contains sufficient gasoline to justify the reduction of the fluid from the gas, and a test plant has been installed at Discovery well. If the process should prove a success, as experts assert that it will, a large gas compressing plant, to cost in the neighborhood of \$40,000 will be installed. It is believed that this plant would be productive of sufficient revenue to pay handsome dividends on the capital issue of the company.

At a depth of about 1,600 feet a small flow of high grade oil was encountered in the Discovery well. The flow was estimated at about 12 barrels per day. On account of its fineness the market value of this oil was about \$12 per barrel. It was almost pure gasoline. When used in automobile engines it developed about 25 per cent more power than gasoline that is sold in local garages.

The well is now down a little more than 2,450 feet. At this depth the shales are black and greasy with a substance that is believed to be oil. The management is of the opinion that in drilling the next hundred feet the bit will cut into the oil-bearing strata.

It should be mentioned in this connection that neither the Calgary Petroleum Products Company nor the McDougall-Segur Development Company, the pioneer concerns of the local field, are selling stock. Both were financed by local capitalists, and the issues are closely held. And anything that is written in this story, is indited with the idea of giving those among whom the special edition of The Morning Albertan will circulate an idea of the truth of the situation with regard to the local oil fields. There has been a little trading in the stocks of the two concerns. But this trading has been of the "curb" variety, and over which the management of the company has no control

Of the two pioneer companies the officers are as follows:

Calgary Petroleum Products Company — A. J. Sayre, president; E. R. Mosher, secretary; A. W. Dingman, managing director.

McDougall-Segur Development Company—David McDougall, president; Ira E. Segur, vice-president and managing director; J. H. Charman, secretary.

The strike of fine oil at 1,600 feet by the Discovery well, together with the large flow of wet gas might be said to date the commencement of the oil excitement. This occurred some months ago. Hundreds of people stood night and day in front of the Dominion Land offices waiting for an opportunity to file on oil leases. Filings were made on a territory extending 20 miles in one direction and 50 in another. The filing fees at the land office during that period exceeded \$200,000. Numerous syndicates were formed, and from these have developed the ten companies that are drilling and many others which are arranging for the exploitation of their leaseholds.

A thriving trade was driven in leaseholds during the earliest days of the excitement. As the filings grew, however, this trade diminished. Three months ago the average price of a lease, on which there was no fixed value, was, for the fairly good holdings, \$1.000. In the more desirable section of the district the prices were much higher, in the remote,

much less. The filing fee on a section is \$5, or was until the new regulations went into effect. Following the filing the applicant had 30 days in which to pay in his first year's rental of 25 cents per acre. There are instances where the applicant sold his right for as high as \$2,500 within a few days after making the filing. This trade fell off as the district expanded through the acquisition of leaseholds further out, and while there are transactions every day, even now, involving the transfer of leaseholds, they are deals in which cold, business sense rule.

The new leasing regulations, recently promulgated by the Dominion Government, militate against the "shoestring" applicant. Under the new regulations it is necessary for the applicant to pay in his rentals for the first year with the application.

The history of the Calgary district dates back to the commencement of operations of the McDougall-Segur Company, which came into being with the arrival of Mr. Ira Segur a little more than a year ago. Mr. Segur, who is a veteran oil operator in the California and other fields, looked over the northern section of the district and became satisfied of the possibilities. He experienced little difficulty in interesting David McDougall and other local capitalists in the undertaking, and commenced drilling a few weeks after his first inspection of the fields. Later a number of Montreal capitalists became interested in the company. The shares were sold at \$1,000 each, the stockholders being confined to men of means who could afford to take the risk Among the eastern men associated with Mr. Segur are Judge J. Ald Ouimet, Edward W. Beattie, general counsel of the Canadian Pacific, Andrew A. Allan of the Allan Steamship line, W. J. Shaughnessy and T. O. Lyall of the contracting form of Peter Lyall & Sons, all of Montreal.

Mr. Segur was one of the pioneers of the Maricopa fields of California, and has probably 75 wells to his credit, all of which were productive. In point of experience and achievement he is the first operator in the district.

The Segur well is now down about 2,400 feet, which depth it reached about a month ago, since which time the drillers have been under reaming. The indications are said to be excellent, but Mr. Segur does not expect any startling disclosures until sea level is reached, which in the district he is drilling is about 3,200 feet.

The Calgary Petroleum Products came into being shortly after the McDougall-Segur Company commenced operations. Through the efforts of W. S. Herron, of experience in the Pennsylvania fields, A. W. Dingman, who had been instrumental in local development of natural gas, and a number of local capitalists, became interested in the possibilities of oil. A company was organzied and was financed locally and the operation of this company, as detailed earlier in this story, has been more or less of a barometer for Calgary speculators.

The company has just installed another rig, and will commence operations on its second well within the next few days.

When this article was written, April 29, the depths of the various wells being drilled in the Calgary-Okotoks district were as follows:

McDougall-Segur	2402
Calgary Petroleum Products Company.	2455
Black Diamond	1440
United Oils	1150
Southern Alberta	800
Western Pacific	220
Federal Oil	337
British-Alberta	361
Monarch	175
High River	F00

By the time this special edition of The Morning Albertan goes to press the aggregate depth of the various drills that are being drilled in the district will reach 10,000 feet. At a cost of \$15 per foot, the going price in this section, the total expenditure in drilling will have reached \$150,000. Expenditure for equipment will approximate \$100,000 additional or a grand total up-to-date of \$250,000, and when it is considered that fully ten more companies are organized and financed and ready to start drilling operations the estimated expenditure of \$500,000 during the coming season is most conservative. In all probability the amount expended during the next few months will exceed this figure by a considerable amount.

Many prominent geologists have visited the district during the past six months. In every instance favorable reports have gone out to the petroleum centres with regard to the geological conditions which go towards making an oil field. Prominent among those who came to investigate the situation was Cunningham Craig, the well known British oil

expert, who has made examinations of new fields in various parts of the empire for the British Government. He made a very thorough inspection of the district, and on his return to London, before a distinguished gathering of the Royal Colonial Institute expressed himself most optimistically as to the possibilities of the Calgary field. That his faith is not without works is evidenced by the fact that only a few days ago he returned to Calgary to supervise the drilling of several wells by the Mowbray-Berkeley syndicate. His geological summary of local conditions, as made to the members of the Royal Colonial Institute, is in part, as follows:

"A great formation extending from the earliest Cretaceous times in the Tertiary period forms the prairies of Western Canada and is involved in the great earth movement which has formed the Rocky Mountains. This formation in its western facies has been divided by the geological survey in descending order as follows:

Edmonton series—A thick littoral, estuarine and fresh-water series, with occasional coal seams.

Bearpay shales— 650 feet thick, impervious marine and estuarine shales.

Belly river group—850 feet thick, a thick formation largely of sandstones, with some coal seams.

Claggett shales—250 feet, marine-estuarine shales.

Cardium sandstone—50 feet. The cardium sandstone consistes of a few thin beds with subsidiary conglomerates.

Dakota group—950 feet.

Kootenay group—375 feet, an arenaceous group with coal seams It attains a much greater thickness in the Rocky Mountains.

"The total thickness of the formation, exclusive of the Edmonton series, is some 3.800 feet as exposed in the foothells, but the thickness of the various groups as given can only be considered as approximate. There are many local variations, and all the groups, especially those of shallow water origin, this towards the east. The strata give evidence of having been deposited in a comparatively shallow sea, into which great rivers from the west and northwest poured their waters

"Of deltaic conditions, so characteristic of oil fields, there is ample evidence.

"The Dakota and the Kootenay groups are well exposed along the western belt of the foothills. To the eastward these horizons are covered by later groups, and they do not crop out again except over a large area on the Athabasca and Peace rivers, and in Manitoba.

"In the Rocky Mountains there are many faulted infields of the Kootenay group and in these occur the great coal fields of the Cascade Valley, the Crow's Nest Pass and others not yet explored"

Mr. Craig says the problem is to find localities where the Dakota and Kootenay groups were not too far below the surface, and yet at some miles from their outcrops, where geological structures favorable to the concentration of petroleum existed, and where facilities for access, transport, water supply, are good.

All these conditions Mr Craig asserts are to be found in the foothills west and southwest of Calgary. There was a series of well-marked anticlinal flexures in the foothills. Some of them were sharp and narrow, but others had a breadth of three or four miles, ensuring concentration of any petroleum that might be beneath the surface towards the crestal area from a broad belt of country. Towards the south the area of favorable structure died out and towards the north a similar state of things might exist, though the geological data were insufficient at present to make this certain.

However, for a distance of about 120 miles the folding was not too compressed to allow the favorite anticlinal structures of sufficient extent.

Many geologists, aside from Mr. Craig, have pronounced favorably on the Calgary oil district, and the general opinion, backed by several hundreds of thousands of dollars for the exploitation of the fields is that disclosures of a very important character and which may make of Calgary the petroleum centre of all Canada, are possible within the next few months. The feeling among local bankers and conservative financial men is that the Calgary oil situation will take care of itself, and in the very immediate future.

Much more could be written about the district, and the many meritorious concerns that are drilling or are about to drill, but an individual mention of all the various companies is out of the question in the limited space that has been allotted for this article.

PAGE TWENTY-SIX

TO INVESTORS:-

If you are looking for an investment that is sure to net you a hand-some profit in the next few years, I invite you to write for price list and literature of The Beauty Spot of Calgary, LAKE VIEW HEIGHTS, Calgary's highest class restricted residential property, in the centre of which is beautiful Lake View Park, on which I have spent over \$50,000 in various improvements; setting out 10,000 Russian Poplar shade trees, building boulevards and driveways around the lake and grading streets. This is a safe investment in the best city in Western Canada. Correspondence invited.

A. O. JENNINGS, Owner. Suite 410 Maclean Block.

PHONE - M2047 RES. PHONE M4076 CODE AB.C

T. B. STEPHENS,

The International Construction & Mining Company, Ltd.

PERSON OF MINES

作品に寄る点目 くりゃかいがいだけ(のい ついを表 事章心をか! みっし うりしに ひをみしを作る IN OIL をかりかたが!

CALGARY, ALTA, February 5th 1914,

A Owen Jennings Esq, Calgary; Alberta,

Re Sec 20 To 22 Range 4 West of the 5th Meridian.

Daer Sir;-

This property from a geological point of view I consider one of the best locations in the Southern Alberta Oil fields, It is intersected by the Apex of the primary anticline, and Oil in commercial quantities should be oncountered at a depth of not more than 2250 feet.

At present several Companies are making arrangments to commence drilling operations in this vicinity, One company having their derrick completed and the machinery in Calgary, which they intend to place on the ground at once; this will be One mile South East of your location Viz, Section 10, Township 22, Range 4, West of the Fifth Meridian.

I would strongly advise the purchase of machinery at the earliest possible moment, As it appears to me that you are in the centre of the Oil Horizon, and that you have one of the most favorable points in the Oil belt.

I might mention that I filed on Oil rights in this locality about Two years ago, and that I chose this District after carefully examining the field from Town-ship 19 to 24. At this time I could have procured locations within One mile of the Dingman well, in fact I had the choice of any part of the field. By reasons for selecting this particular District are many, In the first place the Topography is perfect, the anticline is clearly defined, the formation is unbroken, there are no displacements, In fact the surface indications are all in its favor.

Yours very truly,

V. 13 Stephens M. G.

Standard Oil Fields

of Alberta, Limited

CAPITAL \$650,000



For development purposes shares are now offered at :: \$1.00 par value ::

DIRECTORS:

A. O. JENNINGS, Owner Lake View Heights
President and Managing Director

N. J. FLESHER, President and Manager Flesher
Marble and Tile Co., Limited

T. W. F. NORTON, General Manager Federal
Life Assurance Co. for Alberta

N. BRUCE RUNNALLS, Accountant

R. J. LYDIATT, Financial Broker, Secretary



REGISTERED OFFICE:
Suite 410 MacLean Block

LBERTA Free Land for Settlers

100,000,000 Acres available from which you may choose a Free Holding of 160 Acres

Lands

Timber

Minerals

and

Waterpowers



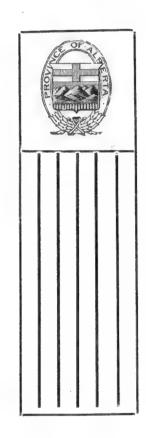
Crops

Healthful

Climate

Abundant

THE SIGHTLY AND IMPOSING PALACE OF ALBERTA'S LEGISLATURE

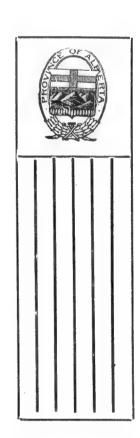


MIXED FARMING. The rapidly increasing transportation facilities of the province are promoting the development of mixed farming. The farmers, particularly of the central and northern portion of the province, have their horses, cattle, hogs, sheep, poultry and dairy products as well as a surplus of grain. In the south more attention has been given to livestock and grain, but the immense home market growing in the southern mining towns for meat products, for poultry and butter will eventually turn many to mixed farming. So far as dairying is concerned the province is unique, for the government undertakes to manage the creameries on a large co-operative plan.

RAILWAYS. Alberta has now in operation over 3,055 miles of Railway lines and about the same number of miles under construction. Three transcontinental lines traverse the provinces from east to west. Laterals or branch lines to the three great Canadian systems are being rapidly built in the newly settled province everywhere.

In order to facilitate the movement of grain to market and to promote the comfort of settlers the provincial government is spending large sums of public money opening new roads and bringing the numerous streams and rivers. In a short time the remotest town and the most isolated homesteader will be certain of railway transportation and a market.

TELEPHONES. Alberta was the first province in Canada to own and operate its own telephone system. When the province was organized in 1905 the telephones were controlled by a private corporation. The rates were high and the service unsatisfactory. The government commenced at once to build and operate its own lines and were soon able to purchase the corporation lines at reasonable prices and now the province owns and operates its own telephones at cost and in the interests of the people. There are now in operation in Alberta 8,665 miles of long distance lines, 11,000 miles of rural lines, giving service to over 22,000 subscribers.



ALBERTA has the largest area of unbroken fertile land in the world under one government, suitable for growing wheat and all kinds of cereals, free for homeseekers.

ALBERTA has 160 acres of the best agricultural land on the continent free for every settler, and within a considerable portion of the province an additional 160 acres at a nominal cost with settlement duties.

ALBERTA wants farmers financially able to occupy the land and utilize it. Farm laborers to fill her vast fertile fields. Domestic servants for whom there are spendid openings and prospects,



The Home of The Central Alberta Farmer is Generally Picturesquely Placed.

ALBERTA Free Land for Settlers

100,000,000 Acres Available from which you may choose a Free Holding of 160 Acres



THE ROLLING STOCK LANDS OF ALBERTA -A TYPICAL WATERING PLACE

HORSES. Alberta is the Kentucky of Canada with regard to horse breeding. Owing to its high altitude, dry and invigorating atmosphere, short and mild winters, its nutritious grasses and inexhaustible supply of clear, cold water, it is pre-eminently adapted for horse breeding, and the Alberta animal has become noted for its endurance, lung power and freedom from hereditary and other diseases. Nearly all the breeds of horses known are represented in the farms and ranches of Alberta.

Breeders are introducing purebred sires—Clydesdales, Percherons, Shires. Suffolks, Thoroughbreds, Hackneys and Standard breds, and a wonderful improvement is being made. The wild broncho is fast disappearing, and his place is being taken by heavy classes that make excellent farm horses. The heavier of them find a suitable place on city drays. If a person wants to see good horses it is only necessary to take a look at the heavy draught teams on the streets of any of the towns or cities. These form a sure indication of the character of the horse-flesh of the province. The breeders are well organized and hold an excellent spring horse show at Calgary, which besides bringing out the qualities of the various breeds is likely to develop into a provincial horse exchange.

HIGH STANDARDS. High standards are being set by horse fanciers. The province has already won high honors in competition with the greatest breeders of the world. The champion Hackney at the Pan-American Exhibition and the New York Horse Show in the same year came from the Rawlinson ranch, ten miles east of Calgary, while the champion Hackney

stallion and Hackney mare at the World's Fair, St. Louis, 1904, "Saxon" and Priscilla," were bred and raised in Alberta.

DEMAND EXCEEDS SUPPLY. The supply of draught horses is already below the demand both in the domestic market and that outside the province, especially in British Columbia. The mining camps and lumbering camps afford an opening for heavy draught teams of every class. Horses of sufficient weight will easily sell for sums varying from \$500 to \$700 a team in British Columbia.

The rapid development in agriculture that is taking place all over the province takes more than the surplus stock of the ranges as well as those bred by the small farm holders. Horses for the big wheat ranches have to be imported at the present time.

The market for light horses is a large one which will increase greatly with the growth of the province. Good animals for carriage and coach purposes and livery hacks bring fancy prices in every town and city.

Heavy draught horses are now finding a ready sale at highly paying prices. Teams weighing 3,200 pounds and upwards are worth \$400 and more. Between 2,800 and 3,200 the average price would be \$350, and the value of teams weighing between 2,400 and 2,800 pounds is \$300 and upwards

Owing to the mildness of the climate, horses can be wintered out at a nominal expense and without grain or even hay feeding; consequently no country in the world can exceed Alberta in economical horse raising.

CATTLE. Alberta is now supplying the province of British Columbia and the Yukon Territory with beef, as well as providing for a large export trade to the Old Country.

Four-year-old range steers which have never been under a roof nor fed a pound of grain and less than a ton of hay weigh about 1,500 pounds by the first of August and if allowed to run till October go as high as 1,650 pounds. Breeders have shown commendable enterprise in importing the best pure bred sires and many of the best herds in Western America are in Alberta.

MINERALS. Although Alberta is pre-eminently an Agricultural province it is also rich in minerals. Its coal supply is practically inexhaustible and underlies much of the whole province in seams from four to twelve feet thick, to be found in outcroppings on the banks of every stream and in shafts from 20 to 150 feet deep.

All grades are found here, the lignite of the provinces, the bituminous deposits of the foothills and the vast anthracite beds formed in the process of mountin building in the Rockies. The total formation contains not less than 12,800 square miles and has an estimated content of 71,000,000,000 tons.

In addition, there are immense supplies of asphaltum. Natural gas and oil are being tapped all over the province, and industrial development is thus receiving a tremendous impetus.



Giving a Fair Idea of the Substantial Barns of the Alberta Followers of "Mixed Farming"

For Full Information HON. DUNCAN MARSHALL, Minister of Agriculture

EDMONTON ALBERTA

Pioneer Book, Magazine, Stationery and Paper Dealers of Calgary Who Have Been Prominent in the Development of the Resources of Calgary, the Province and the Canadian Southwest.

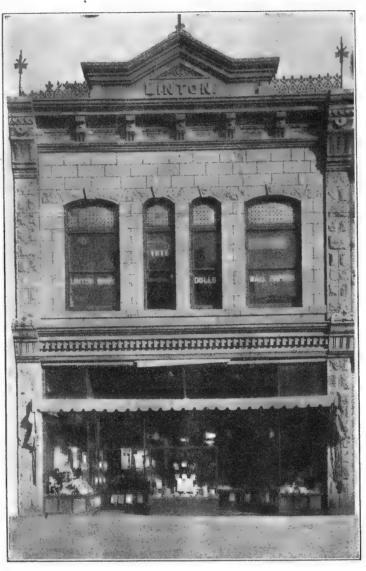
OUTHWESTERN CANADA has been builded upon the foundation of solid, substantial business dealings inaugurated by men of commercial energy and business acumen who braved the theoretical terrors of pioneer days and cast their lot

with a growing territory, then a wilderness. To these men and to their foresight and commercial honor, the province and the present population owes the prosperous conditions which abound in the district at the present time.

Trail blazers there were who became discontented with surroundings before they had fairly started toward the goal of success which awaited them had they continued on their way. Many men who set foot in the barren district 30 years ago lost courage before the pursuit of prosperity was well under way and because of their failure to gird up their loins and enter the fray for the betterment of the district and the development of what was then a fertile territory in its infancy, these self same men are at this time financial mourners at the bier of what-might-have-been. Then again there were the men who clung to their tasks whatever befell them and who staked their faith in the future of Calgary and Southern Canada. Lean years gripped at their heart strings and sapped their energies and finances but the tenacious pioneers faced the battle and are today the prominent business men and residents of this fertile territory.

Among the men who long ago selected Calgary as his home, invested a few hundred dollars in a small stock and has built it up to near the \$50,000 mark at the present time is J. C. Linton, proprietor of the Linton Brothers book store on Eighth Avenue. In 1884 Mr. Linton and his brother T. B., established the business with a meagre stock. During the 29 years they have been established in business in Calgary, the patronage has grown to such an extent that two floors of their own building are used exclusively for accommodation of the extensive stock and 15 sales people are employed to attend to the wants of patrons. When established, the little store occupied a small space on the present site of the Maclean block, just across the street, the two-storey structure now occupied by Linton Brothers being purchased from I. S. Freeze, another pioneer.

On the day President Garfield of the United States was shot, July 2, 1881, J. C. Linton arrived at Winnipeg, and in April 1883 went to Rat Portage (now Kenora), Ontario, and later came to Calgary, the name and fame of the fertile western district having lured him. After establishing the business in Calgary and operating it several years, T. B. Linton, one of the brothers, again became seized with the wanderlust and travelled toward the States selling his interest in the business to his brother, the firm name, however, remaining the same. The business has since been conducted by J. C. Linton.



LINTON BROTHERS MODERN BOOK STORE

The store of the Linton Brothers is perhaps the most complete of the kind in Western Canada. Tastes of the most exacting patrons are satisfied here and the demands of the most discriminating customer for exclusive articles, stationery, latest fiction, curios, wall paper, toys and games are answered at once. The institution is a maze of good things for the beautification of the home and office. Office supplies of all kinds are carried and are displayed in a most attractive manner in the spacious' store.

The entire second floor of the building, owned by J. C. Linton, is devoted exclusively to the display of wall paper, toys, games and children's delights. The taste with which these articles are displayed by the efficient decorators and salesmen employed by Mr. Linton almost forces the visitor to buy whether or not the article is needed at the home or office. Rainbows of colors and pile upon pile of prettily decorated boxes and articles attract the eye of the alert little tot who begs to visit the store. Linton Brothers is the popular holiday store of Calgary. The supply of timely cards, greetings, gifts and all manner of novelties so dear to the hearts of the youngster is practically inexhaustible because of the foresight of Mr. Linton in preparing for the rush of these seasons in advance and carefully arranging his selling force and space accordingly.

Courtesy and haste in dealing with patrons is another of the virtues of the sales force of Linton Brothers. Haste in answering the wants of the customer does not destroy the positeness of the clerk at Linton's. The customer leaves the store with a feeling of satisfaction and with a certain knowledge that he or she will return again when Linton's may satisfy the want.

Accuracy in the handling of accounts and cash, careful disposition of the purchases, prompt delivery of parcels and the care used in handling articles desired by the customer have been harbingers of success for the Linton Brothers. Business policies of the proprietor have been learned by the clerks and are daily put into practice in the store.

and are daily put into practice in the store.

The mail order business at Linton's is one of the largest in the book and stationery line in the province. Shipments are being made daily to all parts of Alberta, Saskatchewan and British Columbia, and the clientele of customers is all classed as satisfied.

Only once during the nearly 30 years Mr. Linton has been in the city has he taken "a flyer" into politics. In 1888 he was elected alderman. He resigned at the end of the first year. He is a prominent member of the Board of Trade and takes an active part in the work of the Odd Fellows and Masons. He has at all times been alert for the upbuilding of Calgary and has never yet refused to put his shoulder to the wheel to and any movement of merit looking to the betterment of the city and community. The Linton Brothers store is a monument of his business ability.

Alderman William G. Hunt

Pioneer Resident Who Has Been a Great Factor for Good in the Upbuilding and Growth of Calgary as an Industrial Center.

HANGES of customs, modes of living and the coming of a constructive civilization in the development of Calgary has brought about a change of types of leaders in this great industrial center, and instead of exalting a man of brawn, the man who has virtually gouged dollars from the populace at the inception of the city, Calgary holds in honor the man who is endeavoring to uplift his fellow man and place him upon a plain of moral and financial excellence. It is the man who labors to aid his neighbor, to give life to the toiler whose position is below his standard and the man whose talents are devoted to the accomplishment of those things devoted to the upbuilding of society who are now writing upon the sands of time indelible characters that will endure. Of this type of man is William G. Hunt, pioneer of Calgary to 90 per cent of its people, financial agent, retired business man, who has taken more than an active interest in the welfare of Calgary, its industries and its people, and who was elected alderman by a large majority at the last election in December 1913.

Ten years ago Mr. Hunt came to this city when it had a population of 8,000, leaving Montreal with a few dollars. These dollars were invested wisely and today Mr. Hunt has decided to devote his years to the uplifting of the men who have not been so fortunate. Only a short time ago Mr. Hunt and his family returned from an extensive tour abroad. Lessons of merit were taught Mr. Hunt on this trip abroad and although he was elected alderman in 1906 and served with honor at that time, his view of the municipal situation has been broadened and he has learned lessons of value in many foreign cities which will be beneficial to Calgary while he holds a seat in the city governing body.

For more than 21 years Mr. Hunt was also associated with the Massey-Harris Company and for seven years was manager of the company in Calgary and because of his wide acquaintance with business affairs and business men his presence in the city council automatically brings

about a business administration. Mr. Hunt is the owner of the Hope Block, named after his daughter, three stories, at Fifteenth Avenue and First Street West, owns property near the terminal grounds of the G.T.P. and elsewhere in the city and pays particular attention to his stock farm of 640 acres near Calgary. But his one ambition is the bringing of industries of magni-



ALDERMAN WILLIAM G. HUNT

tude to Calgary and the placing of the city on a plain of importance among the centers of the Canadian West.

If the citizen will but carefully peruse the policies of Mr. Hunt, his aid and backing will necessarily follow. Listen a moment to one of the admirable declarations of this builder of Calgary:

"To have a greater Calgary we must have industries. To bring industries here we must have buildings in which to house them. City

bonds are not being sold because the market is not right to dispose of them. Why not arrange to fill the vacant business buildings of Calgary with these industries during the erection of the Industrial building. Let us approach the owners of these structures, pay seven per cent on the investment and then extend a hand of welcome to the manufacturer, even though he be operating on a small scale, care for the taxes and give him a place where he may operate for the betterment of the city and for his own advancement. Two things we must have before attracting the factory—cheap power and satisfactory labor.

"In order to provide satisfactory labor we must have proper houses for the working men and must make Calgary a cheap place in which to reside. Negotiations of the city heads with owners of desirable buildings for the occupancy of these manufacturers means the utilization of resources already at our doors. Thirty cents a square foot which must be paid for floor space in this industrial building can be lessened by the rental of other suitable buildings in the business district. In a few years Calgary should be a city of 400,000 by caring for the industries which are knocking at the doors of the city seeking admission."

Mr. Hunt has been one of the powers for the development of the city. During the time he was a member of the city council he was active in beautifying the city. He favored the purchase of Kananaskis Falls for the development of Calgary Power. He urged the building of a lake above the Mission bridge in Elbow Park, and his name will be found attached to all issues of importance looking toward the betterment of the city. The beautifying of Calgary by the setting out of trees was another of his achievements, the planting of the trees in Mewata Park, the distribution of trees among the homes of the city at a minimum cost—for these movements and scores of others Calgary people honor Alderman William G. Hunt.

Albertan Job Department

Famed for Quick and Artistic Printing. Has kept in Advance of City's Demands; and has Expanded with growth of Calgary until to-day it is one of the Largest, Busiest and Best-Equipped in Western Canada.

T HAS BEEN TRULY SAID that the stage of development of a city is revealed more by the development of its print shops, than by any other indication. It is the surest reflex of the plane to which a city has attained. It is the index of its civilization.

The crude city does not clamor for dainty and artistic finish. It is satisfied with fatly inked dodgers and tempests of the heaviest wood letters. But as a city grows in size and in culture, the public tastes become more exacting until the absolute best that the art preservative has in reserve is demanded by the critical customer.

The evolution of taste in printing in Calgary has been most marked and the history of The Morning Albertan Job Department has reflected faithfully the growth of the city both in population,

unvarying feature of its service, and the customer. can rely on his order being executed with the utmost facility.

To its credit stands the production of this 168-page "100,000 Calgary" edition, every page of which has been set up by The Albertan Job Department's experts and printed on its presses. A glance through it will give an excellent idea of the diversity of type styles, and the fact that The Albertan has all the most modern series at its disposal.

Following the disastrous fire of a year ago when the department was completely gutted, a thorough re-organization took place, the perfect production of 1913 in the shape of type and machinery were purchased and installed in the basement of the Westminster Block. All labor and time-saving devices

steeped in print lore and practice. He knows the demands of the Calgary public to a nicety, having been with The Albertan eight years, as superintendent prior to his elevation to the position of manager. His services as a superintendent of print shops extends over a period of eighteen years. His knowledge covers every branch and phase of the art, and it is significant of his experience that he has handled every kind of printing press manufactured. In addition, he is gifted with the artist's eye, and can advise the customer at a glance, the best typographical arrangement of his work. After all every man to his trade, and a thing not generally appreciated is that the printer has a better idea of the best style of layout of a pamphlet than a layman. In this connection the Department has engaged the services of

- One of the Foremost Print-Shops in Western Canada -



A few striking views of the interior of The Albertan Job Department. Reading from top left to right: Cylinder presses which materially help to sustain The Albertan's reputation for quickness; staff in general composing room, showing job presses and type equipment; battery of linotype machines, expensive instruments which play a highly important part in time-saving; bindery, where full outfit is in constant operation; a glimpse of a few pages of The Albertan 100,000 edition may be had on the racks, waiting to be automatically folded.

and aestheticism. It has been a feature of Calgary's life since the earliest days, when a lone "jobber" and a few case of type of undecided faces were required to satisfy the wants of the small and simple city as it was then. The management, however, were quick to perceive the ultimate destiny in store for Calgary even in those early days, and adopted the policy of remaining just a little in advance of the ever increasingly critical demand. In keeping with this policy therefore the most modern machinery and the most experienced experts have always been procured. Thus it has developed from a humble collection of antique oddments of the cowtown days of Calgary, to the metropolitan office of today serving a city of 90,000, and satisfying the most critical demands of art. Quick production is an known were introduced and a plant worthy of a city the size of Calgary was installed. Its chief features are the two fast cylinder presses capable of thundering out jointly their 5,000 per hour, five job presses, including a famous Falcon which automatically throws out the sheets, travelling at an enormous rate; a regular battery of linotype machines, with up-to-date folding, stitching, punching and perforating machines and all necessary equipment of a fully modern bindery; together with a large and varied type assortment selected with a view to satisfying modern demands. An economic feature is the use of individual motors to all machinery.

At the head of this department is Mr. Jess Rockley, a life-long follower of Caxton, who is

a special advisor, Mr. Geo. D. Batchelor, who backed by years of practical experience, can advise the customer desirous of having prepared an intricate piece of printing, as to the best methods of surmounting the difficulties, and ensuring the best typographical display.

With a responsible and competent head, a skilled staff under an expert foreman, Mr. T. Watson, and every facility for the production of first class work The Albertan Job Department is in a singularly happy position to fill printing orders of all kinds from the humblest card to the highest grade catalogue, the greatest care being taken of them all whatever their category. Among its specimens of "work done" are some of the best printing productions turned out in Calgary recently.

PAGE THIRTY-ONE

Dominion Government Building Expenditures In Calgary Will Total \$5,000,000 During the Coming Year.

Huge Sum Appropriated Provides for Construction of Terminal Elevator, Armory,



Post Office, Customs Examining Warehouse, Federal Administrative Building and Receiver General Structure. City's Strategic Position and Commercial Prominence is Recognized by the Lawmakers.



ECOGNITION that Calgary has established itself as the centre of the Further West is forthcoming in the fact that the Dominion government has appropriated the huge sum of \$5,000,000 for various buildings to be constructed in keeping with the city's ultimate destiny.

This comprehends a terminal elevator with a capacity of 2,500,000 bushels, to cost \$2,00,000; a post office, including site, to cost \$2,500,000; customs examining warehouse, to cost \$300,000; armory, to cost \$400,000, and Federal administrative building to cost with site \$240,000, and a receiver-general building, to cost easily \$50,000.

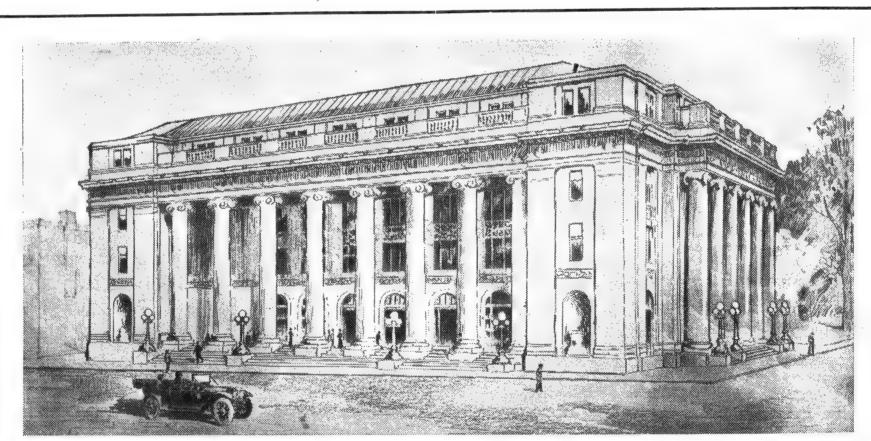
And these structures tell a story. They show first, that the government knows this to

prepared for the post office building at Eighth avenue and First street east, on the site of the old one. They are now in the hands of the post office department at Ottawa. They are general in principle and show a magnificent building which, when completed, will be able to take its place with any public building in the country, barring perhaps the legislative halls. It will be 185 by 135 feet, and will be of solid marble. This is stated to be in deference to the expressed desire of R. B. Bennett, M.P.

It is the height of the old building, four floors, one of which is semi-basement. The front is most imposing, the marble pillars running up to the second floor. The entrance is set back along the whole Eighth avenue front about fifteen feet, like an arcade, and

purchased from Mrs. Fred Langford for \$40,000. Plans for this are now being prepared, and the adjoining property leased for the storage of the material from the old post office. In the administrative building will be placed the forestry branch, the seed inspector's and the railway commission offices.

Plans are also being scrutinised, it is stated, for the terminal elevator, to be erected on trackage in the east end, at the enormous cost of \$2,000,000. This will have a capacity of more than 2,500,000 bushels of grain, and Calgary was selected as one of the important grain centres of the west for the site of one of these mammonth elevators, designed to assist in some measure in relieving the grain blockades, of which the West has had so much experience.



TWO MILLION DOLLAR POST OFFICE WHICH WHEN COMPLETED WILL ACCOMMODATE A CITY OF FIVE HUNDRED THOUSAND

8 years letter - Not , I am her we lay 1,22

be the centre of a large grain growing district, as instanced by the terminal elevator; that the government has determined this is the central city of the Middle West, as instanced by the customs examining warehouse and federal administrative buildings; that it is to be a military centre, as instanced by the large armory investment, and that the government recognizes that Calgary is destined to have a population running into several hundreds of thousands, as instanced in its \$2,500,000 post office building, which will be large enough to accommodate the business of a city of half a million people.

PLANS FOR POST OFFICE BUILDING

Several sets of plans have already been THIRTY-TWO

this, adding to its impressiveness, will also obviate overcrowding in rush hours.

By those who have seen the plans, it is stated that Calgary will have just cause to be proud of it. No calculation has as yet been made as to how much of the structure will be completed in 1914, but the odds are the basement will be the only completed part by fall.

CALGARY STONE FOR OFFICE BUILDING

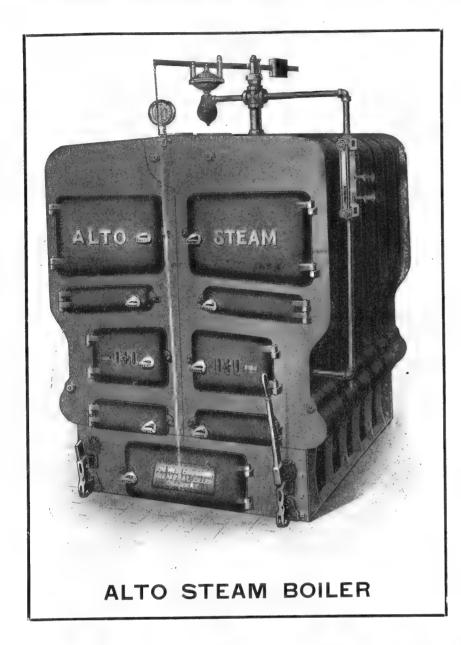
The Calgary stone used in the old post office is to be used again in the building of the administrative office, which is to be placed on the northwest corner of Sixth avenue and Fourth street west, which site was recently

RUSH WORK ON CUSTOMS WAREHOUSE

The customs warehouse at Eleventh avenue and First street east is now almost half-way completed and the department expects to get into these new and costly quarters before fall.

The spreading of so much money by the Dominion government in Calgary is bound to have an effect on financial conditions. If the whole work was embarked upon at once it would mean the employment of about one thousand men on government buildings alone. If only twenty-five per cent. of the money is spent during the coming summer its influence will have a stimulating effect upon trade generally in the city.

HEATING



The most important part of your building, whether an office store, factory, school, church or your home, is the heating system

IF YOU INSTAL THE

ALTO

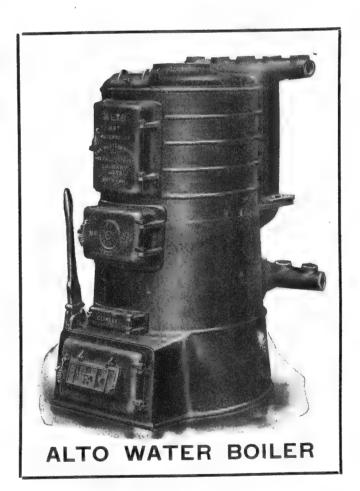
Heating system as laid out by our engineers you will have both satisfaction and comfort

Write for catalog and full particulars

ALTO

BOILERS
RADIATERS
VACUUM PUMPS
PACKLESS VALVES
COMBINATION HEATERS
AND VENTILATORS

Steam and Hot Water Heating Specialities of all kinds



Write us to-day for Information and Catalogs

The Western Foundry & Metal Co., Ltd.

HEATING AND VENTILATING

CALGARY ENGINEERS ALBERTA



CALGARY

CALGARY IS KNOWN THROUGHOUT THE AMERICAN CONTINENT AS THE CITY OF PUBLIC UTILITIES

N this particular it has attained a greater success than any city of Great Britain, where public utilities were first adopted. Its Commission Form of Government is simple, effective, and efficient, and the operation of public utilities under municipal control has been found to be economical and successful. The city operates its street railway, gravity waterworks system, and paving, electric light and power plants, its meat and produce market. It is the distributing centre of 165,000 square miles of the richest and most productive soil in all America, and the district surrounding it is capable of producing, and does produce, grains, grasses, vegetables, minerals, brick and pottery clays, horses, beef and dairy cattle, sheep and hogs, all of which are of the highest grade.

Calgary is located on the main trans-continental line of the Canadian Pacific Railway, midway between Winnipeg and Vancouver. The Grand Trunk Pacific and Canadian Northern Railways are both operating in the city. It is situated at the western extremity of the great prairies of Canada, and lies a short distance east of the foot-hills of the Canadian Rockies, with their immense and as yet unsurveyed deposits of mineral wealth of all kinds. The latitude of Calgary is the same as that of Southampton, England; Brussels, Belgium, and is 600 miles south of St. Petersburg, Russia. In the year 1912 its building returns amounted to the sum of \$20,394,220.00, which created a world's record for a city of Calgary's size.



SCENES IN BUSY CALGARY

Above—Eighth Avenue at Second Street East—The New Burns Block—Canadian Pacific Ra Iway Station and Power Plant, Below—Knox Presbyterian Church and a pretty drive on Fourth Street—Seventh Avenue, The New Herald Block and Hudson's Bay Store in the distance.

INDUSTRIAL

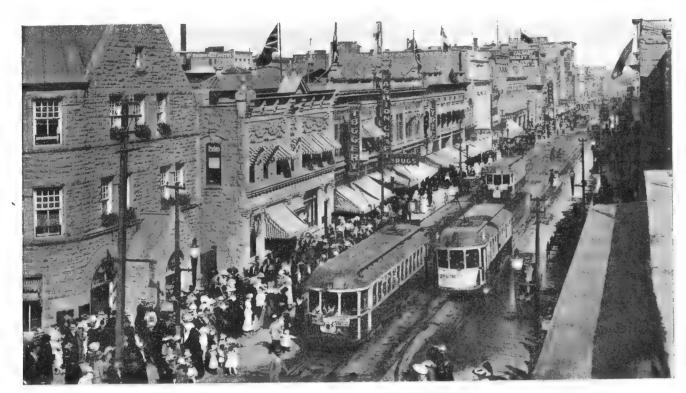
HE ideal location of Calgary as a manufacturing and industrial centre offers many advantages and opportunities to the progressive business man wishing to engage in commercial pursuit, or to place a branch factory in the prairie provinces, whereby an established industry in the east or west may benefit by the unprecedented growth of the Canadian West, and be made with little encouragement to expand the business of the parent industry. Factory sites, with railway trackage facilities can be purchased at prices paid for them by the city four years ago. The price paid was \$1200.00 per acre. Sites can be secured varying in size from one-quarter of an acre upwards. Water, light and power, sewers, and street and steam railway facilities are on the spot.

Thousands of immigrants and settlers are arriving in the three prairie provinces daily, who immediately become consumers. Preferential freight rates granted Calgary by the three trans-continental railways make it possible for the manufacturer and wholesaler located in Calgary to most favorably compete in their particular line of business with any other firm in Canada. The City of Calgary is growing at the rate of 10,000 persons annually, and the surrounding district is increasing in a corresponding ratio.

Calgary has some 460 retail stores, 190 wholesale establishments, 70 manufacturing concerns, and 30 banks. PAGE THIRTY-FOUR

CALGARY





Calgary is the

Residential Commercial And Financial Metropolis of The Western Prairies

EIGHTH AVENUE AT FIRST STREET WEST

Because

BECAUSE Calgary is a municipality owned, controlled, and operated city. BECAUSE Calgary is the distributing centre for over 165,000 square miles.

BECAUSE Calgary is amply provided with cheap power and fuel. BECAUSE Calgary's death rate is phenomenally low.

BECAUSE Calgary was the first city in the Dominion to adopt city planning. BECAUSE Calgary is the centre of the stock business of the province.

BECAUSE Calgary has immense coal fields in close proximity to the city. It is served with natural gas, and possesses hydro-electric power equal to the requirements of an empire.

BECAUSE Calgary is the tourist centre of the west. BECAUSE Calgary has municipal industrial sites. BECAUSE Calgary has a municipal market for farm and dairy products and vegetables. BECAUSE Calgary has three trans-continental railways operating from coast to coast.

BECAUSE Calgary has a university, and secondary and primary schools, all highly efficient.

BECAUSE Calgary is in the heart of the mixed farming industry of the province.
BECAUSE Calgary is in "Sunny Alberta," and has more days of unclouded sunshine and the most equable climate in the world.



TEMPERATURES:-The equable nature of Alberta's climate, in which Calgary is included, is shown by the following table, which gives the mean temperature for a period of six years:

	1907	1908	1909	1910	1911	1912
January	6.3	25.34	4.11	19.74	18.90	12.83
February	20.8	21.9	12.17	18.89	21.10	26.39
March	22.01	21.6	30.22	39.85	34.60	21.96
April	33.50	42.50	32.10	46.00	36.28	41.25
May	43.96	49.80	47.01	50.48	47.25	50.03
June	54.56	54.60	57.06	59.96	57.58	59.81
July	59.90	63.42	61.30	62.20	58.00	56.32
August	54.80	57.55	59.05	55.06	54.35	57.38
September	48.80	52.93	55.00	49.73	47.38	46.68
October	47.35	39.03	40.48	43.52	40.33	40.00
November	35.56	33.10	19.65	26.70	18.56	31.60
December	23.75	22.04	13.45	22.90	20.90	28.10



FIRST STREET WEST-THE NEW C. P. R. HOTEL, HUDSON'S BAY BUILDING AND INCOMPLETED LANCASTER BLOCK IN THE DISTANCE.

During the last two years many new industries have located in Calgary, and at the present time there are 150 plants actively engaged reaping gratifying results. Calgary is now recognized as the industrial centre of the Canadian Middle West. There are still many opportunities left for the manufacture of binding twine, tanned goods, boots and shoes, beet sugar, bags, brushes and brooms, butter, cheese, furniture, farm machinery, and all kinds of building paper.

For further particulars, social. commercial, financial or agricultural, write

T. T. JOHNS, PUBLICITY COMMISSIONER, CITY HALL

CALGARY

ALBERTA

PAGE THIRTY-FIVE

Calgary's Many Industries Mean Millions for Civic Expansion and Substantial Commercial Growth Walue of Manufactured Products shows gain in 20 years Eclipsing all other Municipalities

of Canada—Factories now number more than 100 with Annual Payroll of \$3,000,000.

ALGARY is tenth in population but the value of its manufactures has increased in 20 years by 2,893.83 per cent., exceeding the ratio of all other cities in the Dominion of Canada," was the comment of the expert of the Dominion Government given in the 1911 census of Canada compilation.

Elaborating upon this J. W. Campbell, former president of the Board of Trade, said at the close of 1913:

During the last decade Calgary has jumped from thirty-third-to sixteenth place among the manufacturing cities of Canada. Whereas the value of our products in 1900 was \$599,444 they were \$7,751,011 in 1910. Several additions have since been made, notably the C.P.R. car shops at Ogden in which there will be ultimately 4,000 men employed."

MORE THAN 100 INDUSTRIES

The industries now total about 100 with over 3,000 employees and a payroll of \$60,000 per week or an annual wage distribution of over \$3,000,000.

Practically all this expansion has taken place since 1900 while the larger increases have been made since 1906. Of the hundred factories now established there were three per cent in 1900., and they increased at the following rate: 1901,

manufacturing on a modest scale, without being obligated to tie up capital in a site and factory building of their own at the start of operations. It permits the manufacturer to commence under the fairest of conditions, leaving his capital free for use in the purchase of machinery and raw material, with a reserve for operating expenses.

STRUCTURE OF REINFORCED CONCRETE

The building will be of reinforced concrete construction, six stories and basement. Seventy per cent. of the wall space will be glass, and one-sixth of window ventilation, ensuring healthful conditions for employees. It will have a passenger and double freight elevator service, central telephone exchange, central power distribution, sprinkler system, natural gas heating system, railway trackage, while loading and unloading of cars will be done under cover. Located in the business section it may be reached by street car within five minutes from all railway depots or hotels.

Erected with the aid of municipal funds, the building will be the first industrial building on the continent, to be owned, operated and controlled by the municipality.

As it is not the intention to operate it for profit, the rental for space will be fixed at a rate which will merely cover the interest on the investment, cost of bond issue and allow-



The older of Calgary's industries are rich in romance. Some of them were founded in the days when Alberta had a scattered population of 15,000 people, but undaunted by that small market they hung on through all changes of financial conditions until the country was at last really discovered, until the people had settled on the fertile land waiting to be tilled to yield riches, and until the city was thereby built up on solid and enduring foundations. Cushing Brothers lumber mills is the pioneer plant of Calgary. The lumber and sash and door factory was established on faith and a little capital in October 1885 with a payroll of fifteen men. Today it has magnificent buildings and employs 225 men.

The Eau Claire & Bow River Lumber Company of which Peter A. Prince is the head is the next in order, being established in 1886 ambitiously with 75 men on the payroll. Today it has 206 employees.

The Calgary Brewing Company opened up on March 17, 1893, to manufacture lager beer, ale porter, aerated waters and malt. There were 20 men on the payroll then. Today there are 142.

P. BURNS PLANT OPENED IN 1895

The famous P. Burns & Company, packers, known all over the Dominion opened the plant in a humble way in 1895. Today P. Burns employs on an average 350 men.

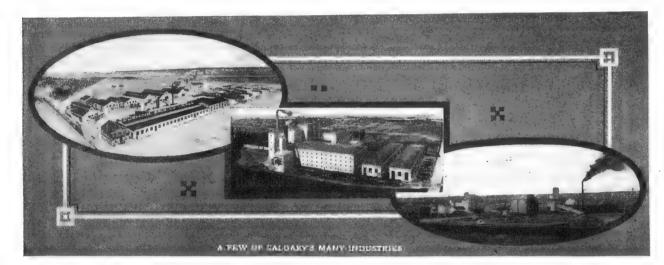
The Great West Saddlery Company commenced operations for the manufacture of leather goods in 1900, and since then has progressed until it now employs 100 hands. These were among the original industries of Calgary.

After 1900 industries began to filter in slowly, but it was not until 1907 and 1908 that manufacturers began to appreciate that a vast market was opening in Alberta and that Calgary with its better freight rates, and its central locality was the best place to locate. Since then the growth has been rapid, and a determined spirit is abroad to concentrate on the flour milling industry, and others which utilize the natural resources of the immediate district.

ONLY BOILER SHOP IN WEST

Calgary possesses the only boiler shops west of Winnipeg, in the Western Machinery and Boiler Company. F. A. Shearer is the owner. The iron trade is represented by the Union Iron Works, Great West Machine Shops, the Riverside Iron Works; sheet metal work by the Western Foundry and Metal Co, Sheet Metal Manufacturing Co., Metals Limited, F. Neilson, D. R. Foulds & Co; bricks and clay products by the Tregillus Clay Products Company, the Crandell Pressed Brick and Sandstone Company, the Calgary Silicate Pressed Brick Company.

Oil products are handled by such firms as the Peerless Oil Works, the Continental Oil Co. C. C. Snowdon and others. Flour mills include the Western Canada Flour Mills Company; soap, by the Royal Crown Soap Company; silverplating by the Calgary Silver Plating works; sash and door factories and



two per cent.; 1902, two per cent.; 1903, two per cent.; 1904, five per cent; 1905, five per cent; 1906, six per cent; 1907, two per cent; 1908, fourteen per cent; 1909, seventeen per cent; 1910, eight per cent; 1911, five per cent; 1912, twenty-six per cent; 1913, three per cent.

Mr. Campbell struck a good note of advancement in a recent optimistic address in which he said: "Much has still to be undertaken in our expansion. With the discovery of many new minerals, with the local manufacture of many articles from raw materials now being shipped from here, and re-purchased in finished articles, and with the importation of commodities in semi-completed stages to be finished in Calgary without speaking of other advantages, we find ample to warrant the establishment of plants whose successful operation is clearly apparent."

ALERT MEN HEAD BOARD OF TRADE

The city has an active Board of Trade of which William Willson is secretary, capable of following up every industrial clue. Business men realize that the business district possesses many raw materials which are shipped to other points to be manufactured, and which should be manufactured here.

The Industrial Bureau is hot on the trail disseminating literature and placing the possibilities of Calgary as a manufacturing centre personally before the big manufacturers.

It was by this Industrial Bureau that the idea of the elocation of an Industrial Building as a further step forward in the Industrial advancement of Calgary was first suggested. Industrial Commissioner Andrew Miller claims fatherhood of the scheme.

FACTORY BUILDING COSTS \$250,000

Last year the city council passed a bylaw authorizing the borrowing of \$250,000 for the erection of this building, a site was secured at Eighth Street West and Tenth Avenue, and plans of the building are now under scrutiny.

The building is intended to meet the requirements of manufacturers who wish to begin PAGE THIRTY-SIX

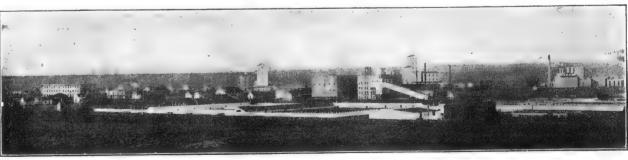
ance for depreciation. The city will provide power, light and water to occupants at cost. Machinery and stock used in manufacturing come under a reduced assessment.

Even before the building has been erected several industries desirous of starting in a small way have made application for floor space.

FACTORIES INCLUDE MANY LINES

Calgary's present manufacturing lines are comprehensive and are mostly concerned in the utilization of the natural resources. Flour mills as might be expected in such a big grain growing country are most in evidence, Western Canada Flour Milling Company, Limited, and the Robin Hood Milling Company having plants equalled in few places in the west.

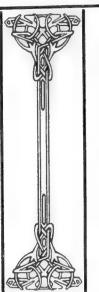
Then there are oatmeal mills, clay products plant, the Tregillus Clay Products Company having gone extensively into the development of the clay deposit along the Bow River; pack-



A PORTION OF CALGARY'S WHOLESALE DISTRICT.

ing plants, included in which is the famous P. Burns plant, pioneer in the west and the largest; foundries, food products factories, gas traction plants, lumber mills, breweries, sash and door factories, tanneries, saddlery factories, nail works, stock food plants and the huge \$3,000,000 car shops of the C.P.R. at Ogden and which in course of time will employ 4,000 men. A town is springing up at the doors of this one plant, composed solely of employees.. An integral part of Calgary, this settlement will number 6,000 people within a few years.

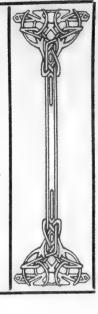
woodwork, by Cushing Brothers, the A. B. Cushing Company, the Eau Claire Lumber Company, the Riverside Lumber Company, the City Planing Mills, the Revelstoke Saw Mills, the Calgary Lumber and Supplies Company, and others; in creameries, the Calgary Central Creamery, the Carlyle Dairy, the Laycock Dairy Company; in marble and tile, the Flesher Marble and Tile Company; in tents, by the Western Tent and Mattress Co, while the candy and biscuit industry is represented by the McCormick Manufacturing Company and many others.



Municipal Ownership of Public Utilities

Pours Profits Into Coffers of Calgary.

Efficient Management of Electric Light, Power and Street Railway Departments Saves Money for Ratepayers and Provides Incomparable Service, Satisfying the Most Discriminating Resident.



ALGARY has justly established itself as the "reference" city in respect to civic enterprise. Whenever and wherever arguments arise in street, rotunda, forum or club from Halifax to Vancouver, in which municipal ownership is the point at issue, Calgary at once becomes the example for the exponent of the principle. "Calgary runs its street railway so" and "Calgary controls its electric power plant so." And search where you will, it would be difficult to find a city that has gone into municipal enterprises so whole heartedly, with a steadfast determination to "make good," as has Calgary.

In electric light, power and street railway departments surpluses have been brought forward year after year to the assistance of the ratepayers generally, a splendid and satisfactory water service fulfilling all the requirements and being more omnipresent than in any



THOMAS H. McCAULEY Superintendent of Street Railway.

city of Canada has been built up without great drain on the community, while a recently inaugurated paving department plant is earning its living and more throughout the summer.

The true spirit of municipal enterprise has been grasped inasmuch that as much attention has been paid to public service as to the big profits. That in so many instances both have been combined is greater tribute to the efficient handling of the various departments.

PROFITS TO STREET RAILWAY

To date alone, the street railway has placed in the general treasury more than \$250,000 and this within four years, notwithstanding that it has a greater mileage per capita than any other city in the Dominion.

The electric light and power departments are forging ahead creating new records yearly in face of such big reductions in price that the present rates now compare favorably with the vaunted hydro-electric commission of Ontario.

The water and sewer department is pushing ahead extensions and installing connections which must ultimately result in large revenue to the town. Its very expansion has been a factor against any surplus to the present but to its credit it has almost 200 miles of sewers and 200 miles of water mains. Reflect that the big majority of this work has been accomplished within the last half dozen years, and some idea of the magnitude of the achievement of this department can be grasped.

CITY REDUCES COST OF PAVING

The city within the last two years has gone into the street paving business with the result that last year's reports show that the cost per unit is far below the price at which private contracting companies were originally doing the work, and results of reducing the cost of

laying to the lowest figure by such companies for the sake of extra profit, is completely eliminated.

Utilities of the city are capitalized at approximately \$8,000,000, placing Calgary in the front rank in respect to the size of its civic operations. There is a permanent payroll of about 250 men to look after the enormous business of the various departments.

GRAVES HEADS PUBLIC UTILITIES

The supreme executive head is Commissioner of Public Utilities A. G. Graves, and the smoothness with which the departments are working is a tribute to his executive ability and experience. They are organized with a fine view to efficiency and economy.

Take the electric light and power department, for instance. Its total capitalization is \$227,000, and its staff includes a superintendent, administration staff of 57 and a force of 20 men outside on pole work and meter reading. A private corporation would not handle the work with greater regard to economy. Since its inception in 1905 the net surpluses in this department have been, in 1906 \$664,878; 1907, \$22,294.30; 1908, \$26,782.95; 1909, \$5,183.52; 1910, \$22,407,32; 1911, \$3,980.47; 1912, \$17,790.91; 1913, \$65.000.

This department furnishes one of the shining examples of the advantages of civic ownership. Although the surpluses have been increasing rapidly, the rate has been decreasing until today it is only a fraction of the original figure. At the plant's inception the rate was, light, 14 cents per k.w., power 10 cents per k.w. Today it is, light, 7 cents per k.w., power from 1 to 2 cents per k.w., according to the amount consumed.

According to Superintendent Brown, this is much under the rates of Vancouver and Montreal, and compares favorably with the rates The situation in Calgary is such that every part of the city is well served. Almost every house is within reasonable reach of the street car. Notwithstanding this, the department, according to the records supplied the government has each year created a surplus. The railway year ends in June, and the following are the surpluses to the end of June 1913:

												29,435.53
1911		ø			۰	٠	۰	٠	*	*		87,206.09
1912						۰	,					106,253.49
1913				*				٠	۰			64,942.82

This is a total surplus for the whole period of \$287.837.93.

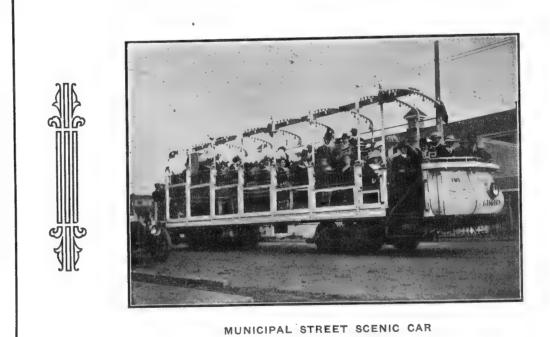
Another feature illustrating the same point, is its fares. It has the cheapest five cent fare in Canada, for it is possible to ride from Shouldice Park to Ogden, a distance of thirteen miles, for five cents.

SEVENTY MILES OF CAR LINES

The railroad has seventy miles of track, and its rolling stock consists of 72 motors, six trailers, and one handsome scenic car. This, with six cars now on order, will bring its equipment to a total of 85 cars.

A glance at the records of public utilities shows strides made by Calgary. Whereas in 1908 there were 32 miles of sewers and 38 miles of water mains, today the combined mains total 400 miles, almost 600 per cent increase in five years.

In 1910 there were 233 hydrants on the street; today there are 972. In 1908 there were 34 miles of concrete walks, today there are 143. In 1908 there was not one mile of paving. Today there are 55 miles. In 1910 there were 1767 water connections. Today there are 9,066. In 1909 there were five miles of boulevards and now there are 39 miles. In 1909



charged by the Hydro-Electric commission of Ontario. At present there are about 14,000 consumers of power in the city.

STREET RAILWAY RATES LOW

The street railway department also reflects conscientious operation and throws up in distinct outline the phase of service in municipal ownership.

Per capita it has more miles of track than any other city in Canada.

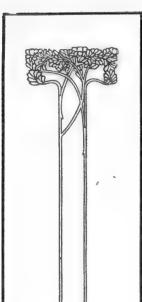
In cities where the street cars are under private control, the anxiety for dividends is greater than the anxiety to serve the public. there were eight miles of grading, today there are almost 100 miles of graded streets in Calgary.

In the street railway department is found the greatest growth. In 1908 there were one and one-half miles of single track railway. Today there are 70 miles.

Steady increases were shown in all departments during 1913, the extension of all utilities being rendered necessary by the increase in population.

These facts explain the almost unparalleled development of Calgary, and the wisdom of citizens in taking charge of utilities in the early stage of civic development.

PAGE THIRTY-SEVEN



GILFOY AND SON

Investors and Realty Dealers, Whose Energy, Foresight and Fair Dealing Has Added Stability to the City of Calgary.

► ALGARY'S advantageous and strategic position as an industrial, commercial centre and as the logical location for a city of palatial homes has been instrumental in attracting men of mental aptitude and dollars galore to this pulsating business hub of the inland empire of Southern Alberta. Not alone have captains of industry who have garnered their fortunes elsewhere cast their lots with Calgary, but the city has been the guiding star for thousands seeking fortune in the virgin west. Because of the steady influx of settlers to Alberta the question of the provision of homes for these people has become uppermost in the minds of the leaders of the community.

Homes for infant industries and homes for the employees have been the crying need of the gary as his future residence. His decision and his wise investments during the eight years he has been in the city have proven the wisdom of his judgment.

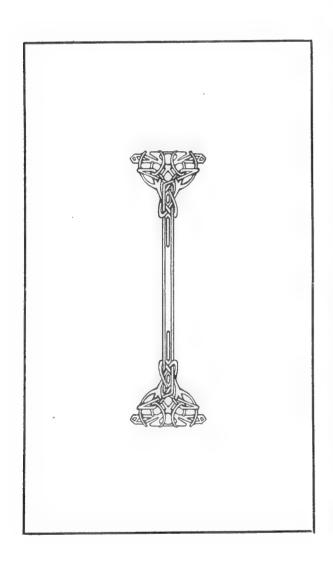
William M. Gilfoy has not been content to sit idly by and watch his investments grow into dollars, but he has at all times taken an active part in municipal affairs and has carefully watched the growth of the city as compared to the growth of the abilities of the civic administration to handle the business presented to them. Mr. Gilfoy is at this time one of the heaviest tax payers in the city, all his holdings being inside business and residence property. Listed among the property of this prominent man are many of the larger tracts suitable for business houses and factories inside the city limits.

When Mr. Gilfoy first cast his lot with the interests of Calgary he invested a portion of his savings in the Calgary Milling Co., and was for

heralded as one of the coming timber barons of the district.

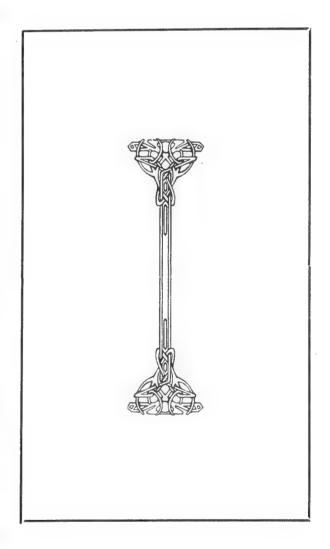
In 1906, The Coast Timber and Trading Company was formed, with Mr. Gilfoy as president. Again the business foresight of Mr. Gilfoy was brought into play, and through his activities the company owns 72,000 acres of heavily timbered land on the Pacific coast, just above Vancouver, every section of which is on the waterfront and may easily be cut and marketed. Detailed cruises of a large portion of this wide expanse of rich timber have been made at the direction of Mr. Gilfoy, and estimates show that the land carries millions of feet to the saw.

At the present time, Philadelphia and other eastern concerns are negotiating for the purchase of this valuable body of saw timber, at a price in excess of \$2,000,000. Men have been tramping over this great area for months estimating the growth, and for the last year eastern cor-





W. M. GILFOY



city, and because of the whole-hearted interest of prominent business men of the city, these quarters have not only been supplied but have been fitted for the reception of the factory and the toiler.

Prominent among these men, whose foresight into business conditions has carved a niche for them in the hall of famous builders of Calgary and the southern portion of the province, is W. M. Gilfoy—a name well known to scores of settlers of the province, and a man whose handshake and honest greeting has won him scores of friends socially and hundreds of admirers in the commercial world.

Eight years ago Mr. Gilfoy first set foot in Calgary and because of the manifold advantages presented by the city and surrounding country for development, this leader among men of Eau Claire, Wisconsin, immediately decided upon Cal-

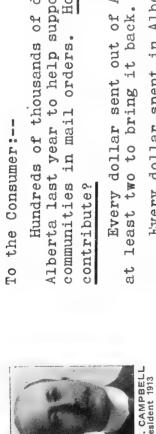
four years manager of that plant. Failing health because of the conditions at the mill caused him to leave that business and he then became interested with his wide-awake son, Sylvester W., in the real estate and insurance business now being conducted in the Beveridge building. The success of the undertaking is well known to the citizens of Calgary, the business acumen and sound judgment exercised in the management of the concern placing it among the most prominent in the city, although one of the youngest in years.

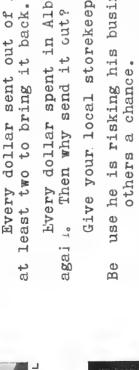
Conservatism combined with common sense and wisdom in investing the money of clients has been one of the secrets of the phenomenal success of the firm of Gilfoy and Son.

Operations of Mr. Gilfoy, Sr., have not alone been confined to Calgary and Alberta, but have been extended to the west coast, where he is porations have been attempting to gain control. Because of the action of the United States and the Dominion governments on the tariff on lumber and shingles, the offers of eastern buyers have been spurned.

Extensive interests of Mr. Gilfoy have made him a valuable factor for the betterment of Calgary and this portion of the province, and never yet has he refused to aid a cause tending to improve business conditions or in any way assist the city. On several occasions Mr. Gilfoy has voluntarily offered to erect factory buildings to house industries of the east seeking a foothold in this western empire. He has ever taken an intense interest in commercial conditions and in the upbuilding of the community, and despite his jovial remark, "I'm in the real estate business just to keep out of mischief," his presence in the city has lended an unmeasurable zest and incentive to the younger business man.

Anard of Orade





use he is risking his business to give Give your local storekeeper a chance.

development and Because it contributes to aid

cost of liv-Because it will help reduce the prosperity.

ing and develop our natural resources. more than idle Because it will demonstrate,

H. CUSHING

or your dollars home market and get you a dollar for you worth of produce or labor. Because it will build up a big

your community.

words, your loyalty to

does, and the country can't succeed without your assistance towards internal development the country You can't succeed unless which means:

Better Conditions ROSPERITI Bigger Markets More Railways Better Roads

BOARD OF TRADE Yours faithfully, CALGARY



ow much did you

dollars left

Hundreds of thousands of

ort other

W. H. BERKINSHAW President 1914

in Alberta comes back

Alberta costs



A. VALIQUET



D. G. CAMPBELL 2nd Vice-President



W. G. FOWLER 3rd Vice-President



agency for this territory to the firm. For various reasons it was refused. He canvassed the territory, secured orders from some good customers of the wholesale house, returned, and largely upon the grounds of accommodating a good sized order and offering the exclusive house and offered his goods for sale, desiring A specialty man called upon a wholesale its customers the house agreed to take over the representation.

ing to the orders held and met with considerable difficulty, the merchants not wishing to take the goods for various reasons, and most of the goods were left on the hands of the wholesaler because he did not wish to Several weeks afterwards the orders were which took steps to deliver the goods accordoffend his customers by forcing them to take filled and shipped to the wholesale house,

Moral:-Don't fall for the specialty man's talk

R. J. HUTCHINGS

long chances on disposing of the articles! Refer them to your wholesaler who sells you the goods which the people want. You have to do all the selling and take

Remember that for quick service, economy, efficiency, fair treatment, you can't better the Calgary Wholesaler and manufacturer.

Do the biggest business with the smallest Orders stock by dealing with Calgary houses. are promptly dispatched.

You contribute towards Internal develop-Progress and Prosperity by dealing locally. ment,

CALGARY BOARD OF TRADE. Yours faithfuly,



D. J. YOUNG











W. H. WILLSON Secretary







McKilloP



C. COLEMAN



PAGE THIRTY-NINE

The Victoria Hotel

Hostelry Operated Along Up-to date Lines, Fitted With the Best of Equipment, Which is the Gathering-Place of Travellers.

ALGARY primarily is a city of homes but despite the possession of some of the most beautiful residences in Alberta the city boasts of having the most modern and comfortable hotels of the province. To a city of the prominence of Calgary the comfortable hotel is one of the greatest assets. Satisfaction secured by the tired traveler after spending days and nights in dusty, crowded railway coaches, when he enters a cheerful, comfortable room in a well-cared-for hostelry, oftentimes is the inducement that causes the traveler to decide on locating. The dissatisfied hotel guest seeking a place to invest his savings, is invariably a loss to the city. The dissatisfied guest becomes dissatisfied with municipal surroundings and in most cases leaves the metropolis with a disgruntled feeling.

Calgary has been more than fortunate in being provided with the best in hotels and prominent among the men who has made possible the comfort of the traveling public has been Mr. L. D. Charlebois, proprietor and manager of the Victoria Hotel at 121 Eighth Avenue East.

With years of experience in the hotel business, Mr. Charlebois entered the Victoria Hotel nearly three years ago. For nine years this affable host has been interested in hotels in Calgary. Many months of his time were spent in the Windsor Hotel. The King Edward Hotel was constructed by Mr. Charlebois and is still owned by this enterprising landlord.

The stranger in a strange land who steps into the spacious lobby of the luxurious Victoria Hotel is immediately made to feel at home. The atmosphere of good fellowship is immediately noticeable and Mr. Charlebois is at all times busying himself to determine the comfort of the guests. The lobby, fitted with an elaborate tiled floor, is one of the most portentious in the city. Deep, leather upholstered chairs are placed about the lobby and the settees are models of comfort. Original oil paintings adorn the walls and marble busts and statuary are placed at scenic positions



LOBBY OF THE VICTORIA HOTEL

LOUIS CHARLEBOIS, PROPRIETOR

in the hotel, lending an air of dignity and culture. Mr. Charlebois, at an outlay of \$7,000 which came out of his own pocket, has provided the only public lavatory in the city. He has arranged a private entrance in the Victoria Hotel off Eighth Avenue, leading to this tiled, marble fitted apartment and has donated the use of it to the city. Actual count shows that more than 2,000 people visit this place daily.

In connection with the hotel Mr. Charlebois operates one of the most popular buffets and bar rooms in the city. Eight men are at all times employed attending the most exacting demands of patrons. The bar is under the supervision of Mr. Edward Sauve, an experienced expert in the handling of liquors.

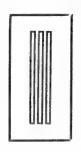
Perhaps the most picturesque portion of the Victoria Hotel is the quaint dining room which has equipment for seating 64 guests. Walls of this cozy suite of dining rooms are decorated with hand-painted scenes. At a heavy cost, Mr. Charlebois secured the services of Mr. E. M. Burt, a professional landscape painter, to prepare the beautiful paintings which now adorn the walls. Each

painting is framed in a six-inch moulding and the cheery colorings give an atmosphere of delight to the dining room. The kitchen is one of the most cleanly in the city. A first class chef and assistants are employed and the demands of Mr. Charlebois that absolute sanitary methods and cleanliness be observed made the culinary service the best known and most popular in the province.

All beef used in the Victoria kitchen is cooled in the private refrigerating plant before being used. Separate cellars are provided for groceries, canned goods, meats, cigars and wines.

In case of a serious outbreak of fire every guest in the hotel may be aroused by the clerk in charge by simply pressing a button connected with the automatic alarm system recently installed by Mr. Charlebois. Individual rooms may be called in the same manner.

Because of the careful supervision of Mr. Charlebois over every detail in connection with the institution, the Victoria Hotel has come to be recognized as the leader in the city and the ever-present desire of the proprietor to aid all better-Calgary movements has resulted in the building up of an enviable reputation.



HUNT & COMPANY

Real Estate Specialists who have been Active in the Upbuilding of Calgary and the Development of the Resources of the District.



HIS is an age of specialization and from that source has sprung the gigantic achievements of the nineteenth century which have startled the world. A specialist no matter what line of endeavor his talents are directed to, commands and receives the respect due the master of the problem. Many men acquire a world knowledge of affairs but at the same time base their efforts on the policy of one thing at a time and that done well.

It was this desire to lead in his line and to make a success of his one especial endeavor that induced Mr. Dalton N. Hunt, one of the most successful and yet one of the youngest business men of Calgary, to turn his entire attention and devote his entire time to real estate. All sidelines in his business which are usually attendant upon selling of the soil, have been eliminated. Fire and life insurance, rentals, loans and similar lines have been dropped by Mr. Hunt and his associates so that combined forces might be devoted to the sale of Calgary property and by so doing give the investor the advantage of an expert knowledge of conditions.

Possessing, as does Mr. Hunt, a keen know-ledge of business conditions and constantly studying the solution of the problems that beset the real estate buyer and home builder, that he may aid them in their building, Mr. Hunt has forged his way to the forefront of financial success in Calgary.

Mr. Hunt is an advocate of diversified farming and has made a study of this branch of agriculture. He has recently purchased 640 acres outside the city limits and has subdivided this fertile tract into five and ten acre tracts

suitable for the growing of vegetables and garden truck. These tracts are being leased, rented or sold to the gardeners and small farmers who have been attracted to Calgary from the States or Eastern Canada where the small farmer is the successful farmer.

Bringing the people to a city whose popularity is so great as that of Calgary throughout the west, is but the first step in the long march to successful completion of the settlement problem. People may be attracted to a city through beautifully embellished literature and well worded advertising matter but the problem of satisfying their demands and satisfying their wants and desires, providing homes for them and providing for their welfare after once they reach the chosen city is the sometimes puzzling one. Mr. Hunt has grasped this problem and solved it by not only bringing the people to the city but building homes for them to occupy after they reach Calgary. Demand for the cottages erected by Mr. Hunt far exceeds the supply. Even now, during the chilling winter months he is laying plans for the erection of a line of cottages where excavations were made as late as the weather would permit.

More than 300 lots have been sold in Belfast and Fairview subdivisions by Mr. Hunt and his salesmen since they were opened to the buying public and homes are being erected on the property handled by Mr. Hunt and Company.

Because of the early adoption of the square deal policy as his guiding star in business and private life, properties handled by Dalton N. Hunt, became attractive to investors seeking a safe and sane advisor, one who would place their money to the same advantages which had

won him friends and fortune. Dollars entrusted to the care and keeping of Hunt & Company have earned their owners rich profits and at the same time the investor has been given more than an "even break." Following financial success of the men who have entrusted their savings to the investing powers of Hunt & Company it is only natural that such men of sterling worth and integrity are actuated in their transactions as much as a desire to aid others as they are by a selfish motive. Thousands of dollars of profits in Calgary real estate made by Mr. Hunt for the men who have placed their confidence in him, have been turned back into more Calgary property, aiding in the development of the metropolis.

Selling on a strictly cash basis is another factor which has served to place Mr. Hunt in an individual sphere and to hoist his business to the pinnacle of success. By dealing on these cash terms Mr. Hunt has been enabled to give the real estate buyer the lowest possible figures on valuable properties. Should the payments drag along for years, both the buyer and the original owner would be losers in time, dollars and patience.

Plans are now being perfected by Mr. Hunt and his associates for the erection of homes for wage earners on acre tracts and selling them to settlers of repute on the long term basis. Homes are also being erected in the city on property handled by Hunt & Company for workmen employed in Calgary's great factories.

Eastern clients have taken advantage of the ability of this company to secure profitable investments and are forwarding money to be loaned on first mortgages.

PAGE FORTY



THE CARLYLE DAIRY COMPANY



Sanitary, Scientific Milk and Cream Dealers who have erected one of the Most Complete Plants in the Dominion of Canada.

EALTH of a great city depends in a great measure on the purity of its milk and water supplies. Impure milk has caused a greater proportion of the infantile mortality and has indirectly been the cause of a greater number of cases of severe illness and death than any one other product taken into the human system, according to medical statistics. Popular sentiment in recent years has resulted in modernizing and improving the methods of handling milk, cream and ice cream to such an extent that the majority of deadly germs present in tubercular milk have in a great measure been

In the Carlyle Dairy Company, Calgary has a concern of which its citizens are justly proud. Sanitary in every respect, this plant at 228 Fifth Avenue East has won favor with hundreds of people of the province and has gained fame as a producer of pure products throughout the Canadian Southwest.

When J. Weldon Carlyle and his brother, T. Morton Carlyle established the dairy business in 1909 after being attracted to Calgary from Montreal, their business consisted of a horse, wagon and a couple of cows, a portion of the milk being purchased from farmers. Today the milk from 300 farms tributary to Calgary is required to meet the demands of the patrons of the company and 26 wagons are kept busy from morning until nightfall delivering milk, cream and ice cream within the city limits. More than 1,700 gallons of milk are delivered daily to Calgary patrons.

Pure milk, produced under the most careful supervision of sanitary experts is now being provided by a tested herd of 35 cows and used exclusively for Calgary babies. This milk is not given mechanical treatment, is not pasteurized as is the remainder of the milk sold by the Carlyle Company, and is tested for all manner of germs liable to affect the health of the infant. A sanitary barn has just been completed for this valuable herd at Hubalta. About 35 gallons of this pure milk is produced daily and because of the demand is sold immediately. The Carlyle brothers have been unable to satisfy the demand for this baby milk.

A ton of butter a day is being manufactured by this progressive company. The estimated output of the season of 300,000 pounds supplies families not only in Alberta but in the entire western portion of the Dominion who have learned to place their confidence in the purity of the Carlyle products. Two immense churns capable of turning out 800 pounds of butter at each churning are kept busy and the butter is cut into pound bricks almost immediately after being turned out from the churn. The hands of employees do not touch the pro-



SANITARY PLANT OF THE CARLYLE DAIRY COMPANY AND A FEW OF THE MANY DELIVERY WAGONS

duct. The entire operation is done by machinery and the butter is placed in waxed cartons and sealed against germs and dust without being touched by human hands.

An elaborate laboratory, in charge of Mr. Otto Albrecht, a German expert, is maintained at the dairy for testing the quality of milk and cream and for guarding against the use of polluted products. Strict watch of all milk shipped to the dairy is kept by the chemist and only the highest quality of the lacteal fluid is

Sanitary cleansing of cans, bottles and all utensils used at the dairy is another reason for the popularity of the Carlyle milk and butter. Modern machinery is used to cleanse the bottles and after being thoroughly washed with hot water and chemicals, they are sterilized with live steam. Every milk can shipped to the dairy from the farms is cleansed and sterilized with steam and hot water before being returned to the shipper. Every ladle, testing spoon, dipper, can and utensil about the dairy is given its regular cleansing bath and is constantly washed and sterilized to guard against contamination and pollution. The ice cream department of the dairy is one of the most interesting portions of this great plant. Adulteration of the ice cream has been positively forbidden by Mr. Carlyle and the result has been the gain in popularity of the Carlyle product over other brands. Sugar, crushed fruits and flavorings are the only ingredients aside from the cream. After being removed from the massive freezers, the ice cream is

placed in the cold storage rooms, much of it being cut into vari-colored bricks and kept at a storage temperature of zero until shipped or consumed in Calgary. The 25-ton refrigerating plant operated at the dairy is one of the most complete and sensitive in Alberta.

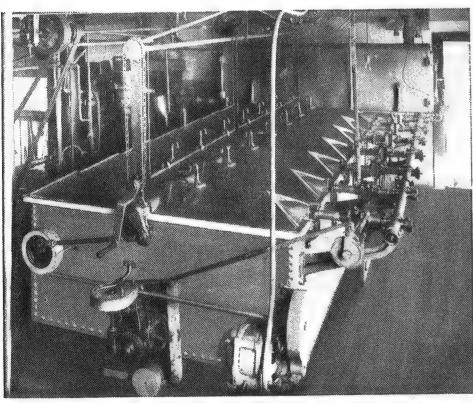
Cleanliness in every department is demanded by the Carlyle Brothers. The stables where the 30 horses which pull the wagons about the streets are housed, are models of cleanliness. The buildings of concrete and steel provide absolute sanitation with direct sewer connections. Of the 70 employees of the Carlyle dairy, more than half are interested in the horses, the drivers, caretakers and salesman taking particular pride in keeping their pets in the best possible condition.

Visitors to the plant of this well known company are at once impressed, not alone with the absolute sanitary conditions on every side but by the feeling of co-operation and confidence among the employees. The splendid executive ability of the Carlyle Brothers has caused a feeling of pride in their work to be injected into every employee. The workers feel that they are toiling with and not for the

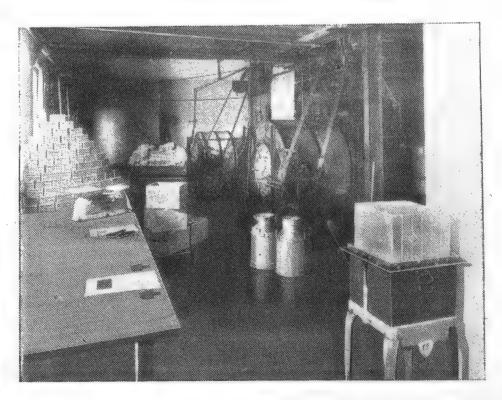
Carlyle Brothers.

Business cares of these enterprising business men have not kept them from taking an active interest in municipal development. They have at all times been active in movements looking toward the betterment of Calgary and have been ever willing and anxious to aid schemes for the upbuilding of this commercial center

of Alberta.



PASTEURIZING PLANT AT THE CARLYLE DAIRY



THE BUTTER DEPARTMENT

The Calgary Furniture Company, Limited

Progressive Pioneer Establishment which has played a prominent part in the Development of Calgary and has erected one of the most modern Furniture Stores in the Dominion of Canada.

The Slogan is

"Our Business, Transforming Houses into Homes."



Digging beneath the commercial cuticle of a community of the importance of Calgary brings the discovery that nearly every large and substantial business concern of the city laid its foun-

dation for progress and prosperity during pioneer days and only awaited the dawn of the present era of progress and activity to expand and answer the exacting demands of a discriminating nineteenth century populace. For this reason the commanding business institutions of Calgary are not transient but deeply rooted in the soil where the seeds were sown by pioneers who through consistent endeavor and business tenacity born of hard knocks in the commercial world, have builded institutions of financial solidity and metropolitan airs. Powerful associations of capital in commercial pursuits or in financial ventures supply the motive power by which a city or country derives its greatest impetus in development. A city that has within its limits men of the mental power and foresight capable of laying the foundations for institutions of magnitude possesses a means to an end that nothing short of cataclysmic force can thwart.

When Frederick F. Higgs cast his lot with the fortunes of Calgary in 1895 by establishing Standing as a monument to the zeal of the men who were instrumental in its erection, this handsome building, constructed of concrete, tapestry brick and terra cotta, fitted with a modern sprinkling system guarding against fire, and heated with the natural gas piped to Calgary from the wells a short distance away, is one of the show places of the City of Calgary.

With the stock comfortably established in the new home, the home furnisher will have but to step inside the doors of this commodious structure, state his needs, and almost automatically his home will be furnished. The buyer, furnishing a home complete, will not have to step outside the building to secure any article demanded in the modern home.

From the kitchen utensils, cutlery, glassware, china, crockery, stoves and ranges, to the more expensive furniture of the parlor, reception room and dining room, the stock will be found complete.

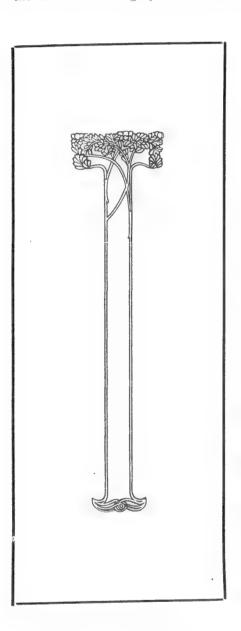
More than 80 employees are on the payroll of the Calgary Furniture Company today, the superiority of the goods furnished and the excellence of the service being instrumental in increasing the stock and selling staff to its present proportions of magnitude.

Furniture patrons who see the sign with the

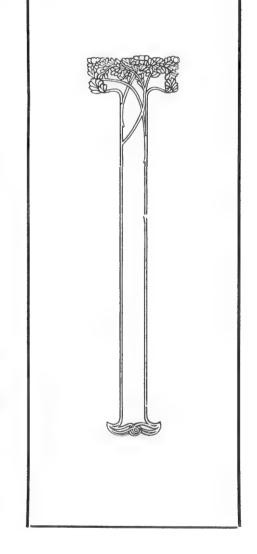
to the warehouse, Eleventh Avenue and Fifth Street West, where 20 expert employees are stationed to aid in answering the demands of Calgary people. This building was constructed in 1912 and the four storeys, with a floor space of 20,000 square feet, is occupied exclusively by the furniture stock of the Calgary company. Two buildings are at the present time occupied by the Calgary Furniture Company, the Eighth Avenue structure, 30 x 130, three storeys, with a floor space of 11,700 square feet, and the Seventh Avenue building, six storeys, with a floor space of 27,300 square feet housing the retail stock of the company. With the occupancy of the new palatial home at Seventh Avenue and First Street West, these buildings will be vacated, the structure on Seventh Avenue owned by the company to be leased to other merchants.

Business of the Calgary Furniture Company is confined almost exclusively to the retail furniture business, little wholesale trade being catered to.

Reliability of the city's business establishments has a tremendous bearing upon the general reputation of the community as well as its growth. Solidity of the Calgary Furniture Company may be surveyed at a glance at the names of the men responsible for its remarkable growth and development. Frederick S. Higgs, founder and







THE NEW HOME OF THE CALGARY FURNITURE COMPANY, LTD.

a small furniture store on the site of the present Leonard's Cafe on Centre Street, he not only laid the foundation for the largest furniture establishment in the west, but by careful dealing and honest, upright endeavor to satisfy the wants of the people, paved the way for his own fortune. From the humble store on Center Street the Calgary Furniture Company has grown to such dimensions that the erection of one of the most modern furniture store buildings in the Dominion at Seventh Avenue and First Street West, has become necessary to handle the increasing business. Six storeys of fire-proof construction and the spacious basement of the magnificent fireproof structure, 100 x 130 feet, with a floor space of 91,000 square feet, will be occupied exclusively by the Calgary Furniture Company about February 1, the interior finishings being installed at this time.

More than \$675,000 has been expended by this progressive company in the erection of this structure, which embodies the best in fixtures and will house the finest in furniture, and in the purchase of the valuable corner occupied.

shield and trademark, "C.F.S.." are assured of quality and satisfaction, because of the fact that the Calgary Furniture Store is the only retail establishment in Canada which has a registered trademark. This shield of the Calgary Furniture Store stands, not alone for quality, but for efficiency, and protects every patron

"Demand the Shield on Your Goods" has not only become a commercial but a household slogan.

The great electric sign, 12 x 18 feet, which adorns the corner of the new home of the Calgary Furniture Company, embodies this shield and flashes the fact that this company is one of the few firms which transforms houses into homes

Success in a chosen line of endeavor is not due to opportunism, but is brought about through the consistent effort to meet the demands of a discriminating populace. George A. Crooks, now vice-president and manager of this progressive institution, became identified with the firm in its infancy, and is still the manager.

An idea of the increase of business of this company may be ascertained by a casual visit

president of the company is now retired and residing at Victoria. Upon the retirement of Mr. Higgs the management of the store and his interests were placed in the hands of George A. Crooks, vice-president and manager. James A. Sullivan is secretary and treasurer and keeps an ever watchful eye on the \$150,000 stock carried by the concern. Harry S. Smythe and Alexander Aird of Calgary are directors.

Perhaps one of the foremost features tending to increase the success of the company is the stock-distributing policy established by the owners. Years of service and careful attention to duties place a trusted emloyee in the line for recognition by being made a partner in the company, his name being placed among the stock-holders.

Heads of the Calgary Furniture Company are among Calgary's substantial business men. They have been ever alert to aid the development of the city and the success achieved, climaxed by the occupancy of the splendid new home has been merited because of their civic and commercial interests in this commercial center of Alberta.

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The Elk-Livery

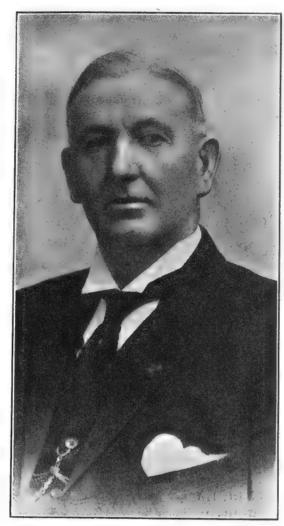
Calgary's Largest and Most Modern Livery Barn, Operated by Pioneer Liverymen of the City and Conducted Along Progressive and Painstaking Lines of Business.

ALGARY'S history is replete with instances of where men endowed with that business acumen and ability to make good have started into business on a small scale and through constant attention to commercial principles and an earnest endeavor to serve the public in the most satisfying manner, have gained positions of esteem in the community and have builded up a fortune in their business.

Opinions held by unbelievers in the wonderful resources of Calgary, that these institutions have grown through the results of luck or opportunities have been blasted by simply delving beneath the surface and investigating the records of achievements of these men and establishments.

The record of Alderman I. G. Ruttle embodies these factors which enter into the makeup of a city of progressive purposes and metropolitan ideas which has grown because of the work of such men of merit. Alderman Ruttle was honored by election to the city council by a large majority at the last election in December, his whirlwind campaign and the ceaseless endeavor of his friends having placed his record before the people in a convincing manner. Commercial solidity and sound common sense in business dealings has won the following which today looks to Mr. Ruttle.

Nine years ago, when Alderman Ruttle answered the call of Canada and came to Calgary from Grand Forks, North Dakota, he immediately entered the livery business. Although on a small scale, the methods employed by Mr. Ruttle in satisfying every demand of every patron and doing it in the most pleasing manner, soon became recognized by his many patrons, and the business increased by leaps and bounds. Shortly afterward he entered into partnership with James Young and conducted the Bain stables, one of the pioneer barns of the pioneer town. For several years he was interested in that business. Then came the real test of the sterling citizenship of Mr. Ruttle and his associates, and the display of their implicit confidence in the growth and future of Calgary. With Mr. F. H. Birmingham, a pioneer liveryman, and John Hamilton, Mr. Ruttle formed the Elk Livery Company and erected the most modern, sanitary stables and barns in the province, at 319 Sixth Avenue



ALDERMAN ISAAC G. RUTTLE

East, which now stand as a monument to the ability and foresight of these business men of stability. Mr. Hamilton later sold his interests to Mr. Ruttle and Mr. Birmingham, and in 1907 the new stables were occupied by the

up-to-date vehicles and blooded horses of the company. Floors of concrete, absolutely sanitary systems of drainage, and the most modern of feeding and caring for the stock are in use at the Elk stables.

Twelve men, all expert drivers and horsemen, are employed to answer the demands of the people of Calgary, and 65 horses, always well groomed, are kept at the stables continually, for the use of the citizen or traveler desirous of riding behind a single horse or team equipped with the finest of harness and hitched to a rig of twentieth century turnout.

Another example of the modern methods in the livery business employed by Mr. Birmingham and Mr. Ruttle is the manner in which all horses are given their regular resting time. Six miles from Calgary, these enterprising business leaders own a ranch of 283 acres, where a portion of the feed required by the 65 horses in the city and the 10 resting at the farm, is grown, and where the well lighted, sanitary barns house the steeds on "vacation leave." Not a horse owned by the Elk Livery is overworked or driven longer than a stated time before being taken to the farm to rest. Every animal is regularly inspected by a veterinary surgeon and the ailment, if any, is given prompt attention.

* Every modern cab in the City of Calgary is owned by this company, the firm being given the exclusive patronage of undertakers requiring carriages and careful drivers at funeral processions.

Dr. T. B. Harries, an experienced veterinary, occupies offices adjoining those of the livery company in the sanitary stable, and is accompanied a greater portion of the time by government veterinaries detailed to inspect Calgary stock shipments. Dr. Harries attends to the health of the Elk Livery horses.

In the Elk Livery, Calgary has the most modern stable in the province, and in Mr. I. G. Ruttle and Mr. F. H. Birmingham, who are equal owners in the business, the city has two business men of ability who have shouldered their shares of civic burdens and have been instrumental in aiding Calgary's development.

McKillop & Company, Ltd.

A. McKILLOP

N the moulding of Calgary into a great distributing center it has been necessary to bring into action well organized business machines that reach out and cover every angle of commercial endeavor. From humble beginnings, under adverse conditions, when Calgary was but a village, great institutions have been produced by men of business acumen and sterling worth who have seized the presented opportunities, rolled up their sleeves and set to work to create establishments of real worth and at the same time automatically aid in the development of Calgary as an industrial center. Perhaps no better example of the results of strict adherence to sound principles and the constant attention to supplying the populace with superior products may be found in the city than that of the A. McKillop and Company, Limited,

wholesale dealers in boots and shoes, the leading concern of the kind in Canada.

Seven years ago when the Thomas and Ryan Company established a small wholesale house in Calgary with Mr. McKillop as manager, the building on Seventh Avenue had sufficient capacity to house goods to supply the demand then existing. When the establishment was purchased four years ago by Mr. McKillop a new era dawned for the concern and business has increased to such proportions that at the present time the warehouse 50 feet by 150 feet, three storeys and basement, with a floor space of 24,000 square feet is required to house the large and comprehensive stock carried by the company in Calgary alone.

With Mr. McKillop as president of this progressive concern the institution has grown from a diminutive structure to one of the largest in the province and through the capable assistance of J. D. McFarland, manager and James Marles, secretary and treasurer, Mr. McKillop has placed the McKillop boots and shoes far in advance in the progresive procession of leather products in the West.

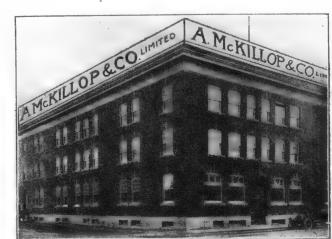
From a house depending largely upon its mail orders for its sustenance, the McKillop Company has progressed to such a stage that five experts traveling salesmen are now kept busy answering the wants of the hundreds of patrons in Alberta, Saskatchewan and British Columbia. In addition to the several lines of boots and shoes handled, the company deals largely in felts, rubbers, overshoes, and gloves, these specialties having gained favor throughout the West because of their wearing qualities and the determination of the McKillop Company to supply their customers with only the best the market affords. McKillop shoes are manufactured at several large factories in Eastern Canada. McKillop demands the use of the best grades of leathers and the acme of workmanship in the manufacture of products which bear the name McKillop. These goods are shipped to the head office at Calgary for distribution or at times shipped direct to the retail dealer.

The application of modern science and invention to shoe manufacture has revolutionized the industry during the last several years and with every step forward looking to the production of Wholesale Boot and Shoe Dealers Who Supply Three Western Provinces With Superior Products and Have Aided in Developing Calgary as a Commercial and Industrial Center.

the best in footwear the McKillop Company has been abreast of the times and utilized that betterment in the goods handled from the Calgary warehouse.

During the 25 years that Mr McKillop has travelled through Western Canada representing the largest shoe dealers in the Dominion, he has gained a keen insight into business conditions and has made a host of friends whose patronage has been a factor in the upbuilding of the Calgary company. For years this wholesome, versatile salesman was one of the leading salesmen for the Thomas and Ryan Company, whose business in was later purchased by Mr. McKillop Before becoming affiliated with that company he was aligned with a large St. Hyacinth concern.

To have entered a field of keen competition and by sheer force of character and that degree of vim and vigor necessary to the man or firm which survives and to have won their way to the front is an accomplishment which reflects great credit upon Mr. McKillop, Mr. McFarland, Mr. Marels and their associates in the thriving business which stands as a monument to their commercial endeaver. They have taken an intense interest in the betterment of Calgary and in civic affairs and the day has not arrived which will find them unwilling to aid merited movements for the improvement of the city and the upbuilding of the community which is blessed by their citizenship.



A. McKILLOP & COMPANY, LTD. PAGE FORTY-THREE

Lieutenant-Colonel JAMES S. WALKER



Prominent Old Timer and Property Owner. Takes keen interest in The Development of Calgary Youngsters, who lead Canadian Cadets in Rifle Shooting. Father of the Cadet Movement.



HEN the team of Calgary Cadets visited the Dominion Rifle Association meet at Ottawa this year they were accompanied by a tall soldierly man, whose sunburned face, erect carriage, and broadbrimmed black felt hat

proclaimed him at once as a Westerner and a soldier, and a man who had spent the bulk of his life outdoors.

In camp in the evening, on the firing line at the ranges under the hot sun of noon; morning, afternoon and night, the same erect figure could be found moving from group to group of the youngsters. Always he was attended by a small escort of uniformed boys. Always he was hailed with delight by every group he approached, and always regret was expressed at his departure. Acting as guide philosopher and friend he accompanied the Calgary contingent everywhere that contingent went, and when, in the last stages of the big rifle matches, where the mere youngsters of the West were carrying everything before them, and in some instances making scores that eclipsed those of grey-haired veterans who had been rifle shooting for years, it was the same sunburned face, the same tall figure, with the same quiet voice and commanding appearance, that moved among the Calgary cadets, giving them the necessary confidence to make the most of their shots, imbuing them with the spirit of victory, and finally, bringing them to the front as the best boy shots in the whole Dominion of Canada.

Hundreds of visitors to the famous rifle ranges had seen the big man in action among his contingent of boy shots, and when the Calgary boys finally scored the victory, and were triumphantly proclaimed winners, those same hundreds united in cheering the man who made their visit to Ottawa possible,

and who coached them to victory.

That man was Lieutenant Colonel James Walker, known all over the Dominion of Canada among military men, and the man who is prouder of being known as "the father of the cadet movement in Calgary," and his young rifle shots in this city, than of any of his other achievements, although the latter number

Born in Ontario on April 14, 1846, Colonel Walker was educated at Carluke in that province, and engaged in farming until 1860. Always with a liking for military life, he early organized a company of infantry in his own town, in 1866 received a captain's certificate in the Toronto Military School, conducted by the 17th regular Regiment, and took part in the Fenian Raid of 1870, and later on took a course at the Royal Military College. Here his energy, perseverance and ability, combined with his natural talents as a born leader of men brought him favorably to the attention of the officers at that institution, with the result that when General French was called upon to organize that splendid semi-military body, the Royal North West Mounted Police, in 1874. he chose Colonel Walker as one of his most trusted aides. All the hard details of organization, including the uniforming, outfitting and equipping of the first men of the corps, fell to General French and Colonel Walker, and when, in 1874 the first body of mounted police marched into the North West Territories after travelling overland for hundreds of miles, encountering hardships that were almost unbelieveable. Colonel Walker was one of the officers in charge. To those familiar with the history of Western Canada the details of that march and the courage and physical fitness of the men who made it, is ancient history. It is sufficient to say that the men composing that body were the pick of Canada, and that Colonel Walker was a picked officer among picked men.

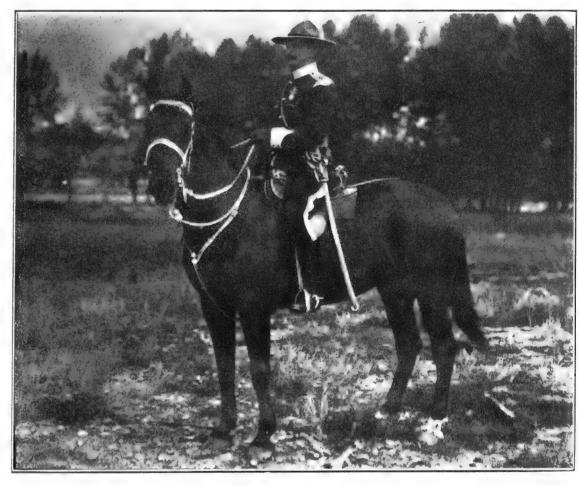
Until 1881 Colonel Walker remained with the Mounted Police, always adding fresh laurels to his record for courage and ability; handling difficult and dangerous cases with a despatch that brought for him the unstinted praise of his superiors, and won for him the admiration and respect of the hardy race of pioneers of that time and the Indians and half breeds among whom he was charged with the duty of keeping law and order. Many tales are told if his courage and resourcefulness on different occasions. A typical instance of the man is his standing in front of a small/store.

with only two men behind him, facing almost two hundred Indians, and calmly telling the chief of the band that was bent on plundering the store to "go ahead, but there will be somecountry, was also used on many occasions later one killed before you get in, and it will probably be you." The iron nerve, the reputation for courage and the knowledge the Indians had for the manner in which Colonel Walker carried through anything he undertook to do, saved the situation on that occasion, and incidentally saved the lives of Colonel

Walker and his two men. But that is only one of many similar instances. Only one of the many courageous deeds of this prominent oldtimer during the time he was a red-coated rider of the plains. In 1881, the country having been more or less settled up, and the work of the police less arduous and adventurous, Colonel Walker resigned from the force and took over the management of a large ranch. Later on he went into the portable sawmilling business, and in 1899 and 1900, when the government of that time was casting about for men in whom the people had confidence to settle the claims of the half breeds, Colonel Walker was appointed a commissioner to look after this work. The reputation for fair dealing and honesty he had acquired among the Indians in the early days stood him in good stead in this work, and he was able to complete his duties with credit and

manded the 15th Light Horse regiment in Calgary for years, and while colonel of this regiment was responsible for the band going to the Dublin Exposition, an advertisement that brought hundreds of new settlers to Canada and Alberta and that had a big effect on Calgary, inasmuch as it brought this city to the attention of the people in the Old Country in a manner in which it had never been brought before them before. Since his retirement from the command of the Light Horse Colonel Walker has been made honorary colonel of the 23rd Alberta Rangers and is at present President of the Dominion Cavalry Association and Vice-president of the Dominion Rifle Association. He is also taking a keen interest in the Boy Scout movement, and is commissioner for Alberta for this organization. The cadet movement in Calgary also owes its inception to Colonel Walker, who has been indefatigate able in his efforts to organize and keep up to a high standard of efficiency the various cadet corps of this city. That he has succeeded is plain from the showing the youngsters made at Ottawa and other places in the East this year, when for general efficiency and for rifle shooting, they carried everything before them at the Toronto Exhibition.

Colonel Walker was also chairman of the school board, and in this capacity was largely responsible for the many fine school buildings scattered all over the city, one of which hears



LIEUT - COL, JAMES S. WALKER

despatch. His knowledge of the Indians gained during the early days through this in the payment of treaty money when Colonel Walker acted as treaty commissioner.

Following the sawmilling business Colonel Walker secured a ranch east of the city, and at the present time is one of the largest land holders in Calgary. That he is doing, and has done his share in building up Calgary, is patent. On Seventh Avenue at the present time the basement of a big store and office building which Colonel Walker is erecting gives promise of holding a building that will be a credit to the West. In East Calgary there are hundreds of houses that have been built with the assistance of Colonel Walker, who has steadfastly refused to allow his properties to be subdivided for the benefit of "wildcatters," but has stipulated that his land be sold at a reasonable price and that the city in that direction be built up, and the land not held for speculation. This policy is largely responsible for the great growth in that section of the city in the past few years.

Colonel Walker is also doing another big work in the development of Calgary. Always a military enthusiast, he organized and comhis name, having been named the Walker school in honor of the man who has done so much for this city, and especially the youngsters here.

The hospital board also owes Colonel Walker a debt of gratitude for his work in conection with that institution, while as a member of the Humane Society he has done much to improve conditions generally in respect to the care and attention given horses and other dumb animals by their owners. Colonel Walker is also president, and a director, of the Calgary Collieries company, and is also a member of the Masonic order of more than usual prominence.

Few men in the province or in Canada are better known than this veteran soldier and businessman, and few men, in any country, have done more towards carrying civilization and development to that country. The history of Alberta would not be complete without some reference to this veteran who has done more than his fair share in developing the province, whose name is indissolubly linked up with the history and development of this city, and who is now doing his part in educating and developing the boys of Calgary.

PAGE FORTY-FOUR

Alderman T. A. P. FROST

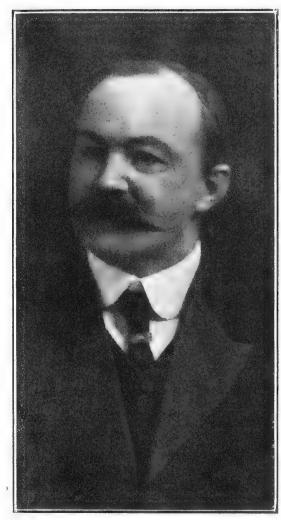
Versatile City Official, Endowed With Unusual Ability to Grasp Opportunities, Who Has Been the Big Man in Securing Power and Development for Calgary.

ALGARY'S development has not been wrought by opportunism, nor has the upbuilding of the city been brought about through selfish activities of a coterie of men whose object was the "grabbing" of the profits, leaving the shucks for the absent investor. Honest investment in development enterprises handled by honest promoters and experts has been the secret of the foundation laying of the power situation of Calgary. Without power, without artificial lights, this industrial center would have been unable to accomplish the commercial goal of success which has been achieved, and without the men to engineer these developments, the projects would have been fruitless.

When T. A. P. Frost came to Calgary some 20 years ago, after leaving his luxurious home in England, he immediately scented the possibilities of the country and decided upon immediate affiliation with its leaders. His work, although of a religious nature, as one of the first Baptist ministers of the district, became an immediate asset to the community. These labors were completed with the utmost efficiency, and after several years in the service of the church he resigned his pulpit and entered into business for himself in this growing community.

The career of Alderman T. A. P. Frost has been no bed of roses. For some time after leaving the pulpit, Mr. Frost was the driver of a "water wagon"—not the popularly known wagon-but a wagon filled with water which supplied the residents of Calgary who had no connection with a city water system, nor had means of getting water without dipping it from the Bow or the Elbow rivers. This graduate of Woodstock College so successfully drove this water wagon that his ability became recognized by scores of Calgary people, and when he left the city for England to manage the estate of his deceased father-in-law, his memory remained indelibly imprinted on the minds of his patrons, and those who prophesied that T. A. P. Frost would in no short time achieve heights of municipal and perhaps national fame.

His record in England during the elections of 1908-1909 is well known to those of English



ALDERMAN T. A. P. FROST

parentage who watched the fight in the mother country. The leadership of T. A. P. Frost was again displayed while his business affairs in England gave him time to take an interest in

the political fight, and because of his loyal stand for right he was at three different times offered seats as a Liberal, but because of his love for Canada and Calgary, and his ambition to return and aid in the development of this land, he declined. Because of the urgent endeavors of Alderman T. A. P. Frost in England for the interests of Canada, this fertile and productive wing of the English nation has been given many citizens of solidity and repute.

After returning to Calgary, Mr. Frost became interested in real estate and in development enterprises looking to the betterment of Southern Alberta. When the Natural Gas Company was organized he became one of the first stockholders and organizers. He later sold his interests in that company after the reorganization and invested the funds in oil lands to the southwest, particularly the Dingman well, which is now looming as one of the greatest money-producers of the Canadian

The hand of Mr. Frost, working for the development of Alberta, is again seen in the organization of the Alberta Interurban Railway Company, a line planned to reach all the farming districts tributary to Calgary, giving the farmers an outlet for their products and an immediate shopping place, virtually placing their farms in the same lists as suburbs of the city. Mr. Frost is still at the head of this company, and despite the death of John Breckinridge, a heavy holder in the company, is striving to give these Southern Alberta farmers the lines they demand. Banff, Carbon, Macleod, and all other farmers in the Calgary district will reap the benefit, and with the successful operation of the adjacent oil fields and the operation of this railway by means of oil power, the financial status of the farmer will be increased a thousand fold.

Standing firm for the land policies of Lloyd George has won many friends for Alderman T. A. P. Frost, and because of his efficient work on the city council, Calgary has been enabled to attain a position of prominence in the Dominion.

The Western Supply and Equipment Co.

Wholesale

Heavy Hardware

Mine, Mill and Contractors' Supplies

EDMONTON

CALGARY

LETHBRIDGE

P.O. Fox 1768 Office: 717 Second Street.

Warehouse: Columbia Avenue.

Head Office: 105 and 106 Alberta Loan and Investment Building,

7th Ave. & 1st St. East.

Office and

Wood Street. Warehouse:

Warehouse: 10th Ave. & 10th St. West.

Cable Address: "Westsupply." Western Union Code.

Plate Glass. . . Kawneer Store Fronts. . . Berger Radiant Sidewalk Lights. Fireproofing Tile, Terazza and Marble Installed. Herringbone Metal Lath. . Fire Brick and Clay. . Pinchin Johnson Waterproofing. . Meatord Material. . Wheelers, Scrapers and Wheelbarrows. . B. Greening Wire Rope. . Governor Pumps and Compressors. . Jenkins Valves. . Penberthy Injectors. Gripoly Belting. . Anchor Packing. . Peteler Cars. . Road Rollers. . Thew Shovels. . Watson Wagons. . Rumsey Pumps. . Lakewood Concrete Machinery. Nagle - Corliss Engines and Compressors. . . . Cyclone Chain Hoists.

Investments in First Mortgages

yield 6 to 8 per cent. and if carefully placed are perfectly secure. We place money for clients on improved city and farm property, advancing only 40 to 50 per cent. of a conservative valuation; collect and remit interest promptly every six months, and also attend to the insurance, seeing that the buildings are fully insured with loss payable to the mortgagee,

INVESTMENTS IN AGREEMENTS OF SALE

yield 12 to 15 per cent. and are practically as safe as first mortgages if carefully selected, the main difference being that the property covered is usually unimproved.

Investments in Real Estate

yield 10 to 20 per cent. We recommend the buying of inside property, either business or residential lots, in a city such as Calgary. Acreage if properly situated and reasonably priced is also a good investment.

FARM LANDS

IN SUNNY SOUTHERN ALBERTA

are a perfectly safe investment and will increase very considerably in value in the next five to ten years. It is very often possible to lease same to parties owning adjoining farms and thus derive some revenue apart from the increase in value. Prices for good land well situated vary from \$15.00 per acre upwards. Grazing land can be purchased from \$8.00 per acre upwards. We strongly recommend investments in good farm lands.

We invite correspondence regarding any of the above mentioned forms of investment. Any funds placed in our hands receive careful and prompt attention.

H. T. SHEFFIELD & CO.

FINANCIAL AND INVESTMENT BROKERS

Head Office: 304-306 ODDFELLOWS' BUILDING

CALGARY

CANADA

London (England) Office: 29-30 Charing Cross, S.W.

Glasgow Office:

153 St. Vincent Street.

Royal Crown Soaps, Limited

Modern Factory Employing Fifty Men Which Has Become One of Calgary's Greatest Assets and Advertisements.

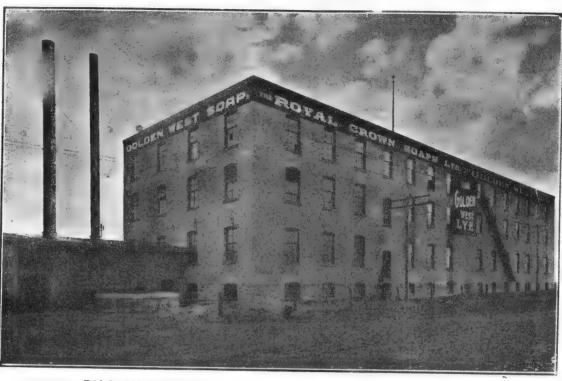
FTER years of careful, consistent effort, after a corporation has faced financial battles and won them, waded through business tribulations and emerged victorious and has reached that stage in its career where its products are known throughout the land by the stock name which signifies purity, then that concern has achieved the goal of success. Such a corporation is the Royal Crown Soaps, Limited, of Calgary. After being established in this city since 1905, turning out products of the highest grade, the name Royal Crown Soaps has come to be recognized throughout the Dominion as significant of purity.

When the Royal Crown Soap Company recognized the future of Calgary as a commercial and industrial center in 1908 and decided to establish a modern factory in this city, the plant of the Standard Soap Company was purchased and George N. Bull, a young, enthusiastic soap expert, conversant with every kink and department in the soap making business, was placed in charge of the business. So successful has Mr. Bull been in the management of the concern that he has reached a position of more than prominence among the business men of the city and has placed the soap factory on a prosperous basis. More than 100 different brands of soap are now being manufactured at the Calgary plant and sold throughout the Western portion of the Dominion.

Three plants are maintained by the Royal Crown Soaps, the home company being located at Winnipeg. Another factory was some years ago erected at Vancouver and with the concern in Calgary which employs upward of 50 men at all times, these plants furnish the soap supply for a majority of the homes, hotels, barber shops and other institutions throughout the Dominion of Canada. Purity of the Royal Crown Soaps has won a name for the product.

Prominent among the brands manufactured at the Calgary plant are Golden West, Royal Crown, Golden West Washing Powder, Royal Crown Lye, Royal Crown Cleanser, Witch Hazel Toilet Soap, Salsoda Crystals, Water Softeners, Hotel Soaps, Shaving Soaps and the by-products.

The finest tallow obtainable is secured in Alberta and used in the manufacture of these



CALGARY FACTORY OF THE ROYAL CROWN SOAPS, LIMITED

products at the Calgary factory. The factory is a vision of cleanliness and modern equipment. More than 50,000 square feet of floor space is utilized by the company on the three floors and in the spacious basement. Convenient sidetracks provide adequate shipping facilities.

provide adequate shipping facilities.

The purest of vegetable oils are imported by the company direct from Australia and Europe. Every bar of soap manufactured at the Calgary plant is inspected by experts for its purity befgore it is allowed to leave the factory. Chemists are employed in the well-equipped laboratory testing the products so as to bring them before the public in their finished state. Four traveling salesmen cover the territory allotted to the Calgary branch of the company and so great has been the increase of the demand for the pure soap produced by the Royal Crown Company that the factory has been rushed to supply the requests for shipments.

For more than 25 years the Royal Crown

Soaps have been the leading concern of the kind in Eastern Canada, the plant at Winnipeg being one of the largest of its type on the continent. The factory at Vancouver has been established 12 years, and because of constant improvements in manufacturing facilities and in the processes, the popularity of Royal Crown Soap is constantly increasing.

The East Calgary factory is owned by the company. The three-storey brick structure, 60x200 feet, is entirely occupied by machinery for soap manufacture and equipment devoted exclusively to the production of scientifically pure soap products.

pure soap products.

Mr. Bull is a native of Winnipeg and came to Calgary when the plant was taken over by the Royal Crown Soap Company. He is a member of the Calgary Golf Club, prominent in the activities of the Board of Trade and Industrial Bureau and occupies an enviable position in social and commercial lines.

ELLIS & GROGAN

Established 1884

PHONE M3446

THE OLDEST
SUPPLY HOUSE
IN CALGARY

PLUMBING GOODS

∴ ∴ WE SPECIALIZE IN ∴ ∴

METAL

Corrugated Iron, Plain Brick and Rock-faced Brick Siding, both pained and galvanized. Cornices and Metal Ceilings, Eaves Troughing and Conductor Pipe.

"Safe-Lock" Shingles, Lead Washers and Nails, Zinc Ornaments, Wreaths and Half Balls

EXPLOSIVES

Dynamite, Monobel and Black Blasting Powder, Safety and Electric Fuses, Squibs, Detonators and Batteries, Smokeless Pellet Powder.

"KEYSTONE" and "GUTTA PERCHA" Roofing—one two and three ply.

FIRE GRATES and MANTELS

The Famous "ALDINE" Fireplace.
"WOLVERINE" and "RADIUM" Grates.
Portable Baskets, Fire Screens, Gas Grates and Gas Logs.

GRAIN SACKS

Wheat, Oat and Bran Sacks and Sewing Twine.

CREAMERY SUPPLIES

"Success" Churns and Vats, Milk Bottles, Fillers and Washers.

WYANDOTTE DAIRYMAN'S CLEANERS

WRIGHT'S INDESTRUCTIBLE WALLBOARD Colors:—Green and Cream, in 8, 9 and 10 ft. Lengths, 4 ft. Wide

CRADOCK'S PATENT CRUCIBLE STEEL WIRE ROPE AND CABLES

For Hauling and Winding. (Made in England.)

ELLIS & GROGAN

401 Eighth Avenue West, Calgary

CALGARY WILL PROVIDE

An INDUSTRIAL HOME For INFANT INDUSTRIES

One quarter of a million dollars has been voted by rate-payers for the acquirement of site and the erection and equipment of one of the most modern buildings upon the American continent for the housing of smaller manufacturers.

This building—the first of its kind to be erected in Canada from public funds and operated as a municipal enterprise—will, it is expected, be completed and available to manufacturers by next midsummer, to whom all space will be leased at a figure which will merely cover the interest on the investment, sinking fund, and allowance for depreciation.

Manufacturers with Limited Capital Given Chance to get a Fair Start

Scores of ambitious men with a complete knowledge of some line of manufacturing see in Western Canada their opportunity to become established as a manufacturer, if their business is not handicapped at the start of operations by too heavy overhead charges. Given the opportunity to begin manufacturing in rented space in a civic industrial building, their overhead expenses would be reduced to a minimum. All their capital could be applied to plant and manufacturing costs, and without any portion of it being tied up in site or building. Thus the obstacle of capital expenditure, which so often stands between the small manufacturer and success, would be removed.

Advantages of Industrial Building

Low rental for space.

Lowest insurance rate.

Cheap light and power.

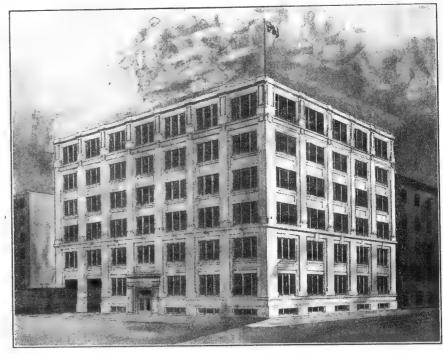
Efficient freight and passenger elevator service.

Railway trackage.

Central telephone exchange.

Perfect light and ventilation.

Healthful surroundings for operatives.



TYPE OF INDUSTRIAL BUILDING

The City Industrial Building will be a six-storey and basement, reinforced concrete structure. It will contain about 70,000 square feet of floor space and provide every essential factory requirement. By taking advantage of the Industrial Building plan, there is implied no obligation or indebtedness on the part of the manufacturer other than contained in the lease. It is a strictly business arrangement, satisfactory to both parties.

Fuller information may be obtained by manufacturers by addressing:

Andrew Miller, Industrial Commissioner, Calgary, Alberta



THE ALBERTA ICE COMPANY



Calgary Concern which cuts Natural Ice from an Artificial Lake covering Nine Acres after the Water has Filtered through Gravel, the Concern supplying thousands of tons annually to the C.P.R. and other Corporations of the Province.

URITY and sanitation have become household demands during the last several years because of the unprecedented growth of civic centres and the crowding of settlers into areas heretofore utilized by but few people. This demand has brought about the operation of companies paying particular attention to the purity of products and to the elimination of all possibility of contamination of their output.

When the Alberta Ice Company was established in Calgary in 1911 by men who have for years been engaged in the ice business, this city was given a concern headed by men of financial solidity and managed by experienced citizens, which has become one of the factors in the advancement of the metropolis.

From the small begining in 1911, when it became necessary to cut and ship ice to Calgary from Lake Wabamun, near Edmonton, and other distant points and dispose of the product at a loss, the company has attained a position of enviable prominence in the Canadian West. Ice houses of the company erected in 1913 at Keith, opposite Bowness Park, only nine miles from Calgary, are the highest in Canada, while the business of the Alberta Ice Company has grown to similar proportions.

Capacity of these six ice houses is 30,000 tons, the houses being 45 feet high, 30 feet wide and 110 feet long, the two storage houses in Sunalta, Calgary, being the same size and capable of holding thousands of tons in reserve for the accommodation of Calgary consumers. These Calgary houses are located at Eighteenth Street and Ninth Avenue West.

More than \$90,000 has been expended by the company in the perfecting of the Keith plant, the company having secured a large tract of ground composing a natural reservoir where the filtered water is allowed to seep into the artificial lake and then cut as ice by machinery. "Diversified Ice Farming" has been adopted by the company, half a dozen crops being taken from the lake in the season, the cutting being done by ice plows drawn by horses, allowing the ice to freeze to a greater depth and along the lines formed by the "markers." When this purified water has frozen to a proper depth the blocks are lifted from the lake by means of a conveyor and placed in the storage houses, the ice houses being equipped with the most modern machinery. Seldom is it necessary for the hand of an assistant to touch the cake of ice as it travels from the lake to the delivery wagon or car.

During the winter months more than 1,500 tons of pure ice have been handled daily be men in the employ of the Alberta Ice Company, under the direct supervision of the manager, a large portion of this supply being shipped direct to supply stations of the Canadian Pacific between Swift Current and Vancouver and to houses of other corporations in many western cities.* All C.P.R. ice west of Swift Current is handled by this company to be used

in the vicinity of these municipalities and because of this barrier it has become necessary for the Alberta Ice Company to lay in an extra supply to furnish these cities with cooling draughts during the heated periods.

When the doubter considers the fact that Durward O. Bricker, manager of the company has been in the ice business for more than 18 years and that



Artificial Lake Near Calgary Where Tons of Smitary Ice is Cut With the Ice Plows by the Alberta Ice Company—Monster Ice Houses and the Conveyor in the Distance.

during the heated season in the dining car, station and passenger service.

More than 75 men have been given constant employment during the winter months preparing this ice for use by large corporations.

Because of the putrid water prevalent in the wells and water systems of many towns in the Calgary district it is impossible to cut clear ice from ponds

men of solid financial reputation stand back of the operations of this concern, its importance to Calgary and the entire province may be gauged. At the head of the company as president is Robert C. Thomas, pioneer builder and retired business man; Fred. Johnston, proprietor of the Johnston Storage and Cartage Company is vice-president, while William Toole of the Toole-Peet Company is secretary and treasurer.

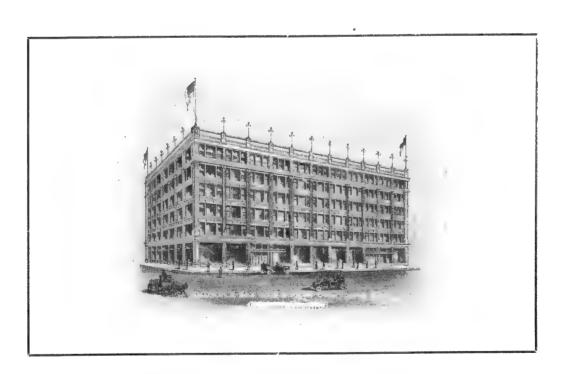
CARTER, HALLS, ALDINGER CO., LTD.

ENGINEERS AND BUILDERS

CALGARY

WINNIPEG







Hudson's Bay Store=Leeson-Lineham Building=Northern Crown Bank=Louise Office Building=Pilkington Warehouse=
Ashdown Warehouse=Canadian General Electric Co.=Sherwin-Williams Warehouse=Dominion Express Stables=
Alaska Bedding Co. Warehouse=Robin Hood Mill Warehouse=C. P. R. Subway, 1st Street West=
C. P. R. Subway, 1st Street East=C. P. R. Subway, 2nd Street East.

ALDERMAN MICHAEL C. COSTELLO

Alderman Whose every Move in the Council has been for the Betterment of the Conditions of Calgary Residents—Costello, the Friend of the Working Man

HEN DR. MICHAEL C. COSTELLO was chosen to a seat in the Calgary council from the city at large Calgary gained the services of a man of wholesome nature and solid ability who has demonstrated by deeds, not by words alone, that his selection to the honor has been merited for the good of the workingman who serves as the lifeblood of the manufacturing industry in this industrial centre.

During the years Mr. Costello has been active in municipal affairs in Calgary his hand has ever been turned to the betterment of the conditions of those who toil, and his selection to the legislative councils of Calgary in another evidence why this city is the best governed in Alberta and that its business is transacted by business men of ability and not politicians.

Calgary has undergone remarkable development during the last several years and to the work of its legislative heads a great part of this rise is due. Paving in the business district, beautifying the city and the purchasing of parks which has placed Calgary among the leaders of the province when civic attractiveness is concerned, has been accomplished by such men of brainy ability as M. C. Costallo

When Mr. Costello came to Calgary, so many years ago that many of the oldest residents do not recall the event, the city was in its infancy, in fact it has been said that Alderman Costello was "pretty near born in Calgary." And his efforts since have told of his inherent power to act as a leader of men and an incentive for men to make Calgary their home. Before the Canadian Pacific Rail-



ALDERMAN M. C. COSTELLO

way was completed into Calgary the Costello family cast their lots with the city. Alderman Costello was at that time but a youngster. During the developing period, Costello the youth did not fail to take an interest in the city and watched every movement of its builders.

His ability to stand as the champion of the cause of the toiler has been founded on his wide experience in many lines of trade. In words of the street he "has been through the mill." For several years he followed the newspaper profession and later, after graduating and securing his diploma and degrees, started the practice of medicine.

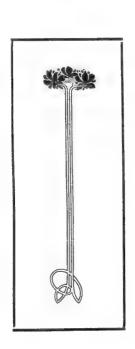
Being an alderman with Dr. Costello is a serious business problem. He sees far into the future and his efforts are directed to the laying out of plans that will mature in a form to make Calgary one of the most beautiful and prosperous as well as the city of factories. Dr. Costello has been the leader in the movement to secure industries for Calgary and in the effort to secure these industries has not forgotten the important feature of supplying improved quarters for the workingman necessary to the operation of these industries.

In business circles his splendid record as a man of business and profesional ability has often been recognized and his aid has been sought wherever men are needed.

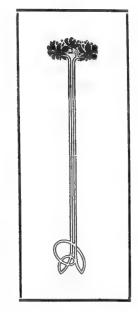
Civic pride and his faith in the future of Calgary are second nature with Dr. Costello and as a member of the Finance, Railways and New Industries and Parks Committees and the library board of the city council he has contributed much toward the inculcation of the better things into the lives of Calgary people.

C. S. LOTT & COMPANY

Pioneer Coal, Real Estate, Insurance and Mortgage Dealer of Calgary Whose Transactions Have Brought Success.







INTERIOR OF OFFICE OF C. S. LOTT AND COMPANY.

EVENTEEN years ago, when Calgary and Southern Alberta were virtually in their infancy as a producing community, C. S. Lott, who had been for some time in the employ of Osler, Hammond and Nanton of Winnipeg, came to Calgary as their representative for the Calgary & Edmonton Land Company and the Calgary and Edmonton townsites.

At that time climatic conditions and the long distances between ranches made the life of the dealer a hard one to bear. Mr. Lott, however, as representative of the spirit of the age, reached out into new and untried fields of labor, and forged rapidly to the forefront of business affairs in Western Canada.

Since settling in Calgary Mr. Lott has constantly added new interests to his business in PAGE FIFTY

the line of lands, loans and insurance, until his name is a familiar one throughout financial circles in the Dominion. Among his many interests he represents the Calgary & Edmonton Land Company, the Calgary & Edmonton Railway Townsites, Osler, Hammond & Nanton of Winnipeg, the North of Scotland Canadian Mortgage Company, and the Dominion, of Canada Investment and Debenture Company. His Insurance Companies include the Norwich Union Fire Insurance Society, the Law Union and Rock Insurance Company, the Western Assurance Company, and the London Guarantee and Accident Company, all of which bear world-wide reputations for stability and worth.

In addition to the above, Mr. Lott has engaged in the coal business for many years, and has now the largest retail trade between Winnipeg and Vancouver. He is sales agent for the Crow's Nest Pass Coal Company, the Chinook Coal Company, the Hillcrest Collieries. and the Bankhead Mines, the latter mines enjoying the distinction of being the only hard coal producers in the Dominion of Canada.

Mr. Lott's offices on the ground floor of the Dominion Bank Building are among the largest and most commodious in the city. In addition to a large and steadily increasing clerical staff, Mr. Lott has as manager of the firm, Ernest D. Adams, who came from Winnipeg some twenty years ago. Mr. Adams, by aggressive and energetic methods, has been largely instrumental in making the business what it is today, and the names of Mr. Lott and Mr. Adams are firmly imbedded in the foundation of Calgary as marks along the march of progress of a prosperous city.

Crandell Pressed Brick and Sandstone Company, Limited

Pioneer Institution Builded upon a Solid Financial Foundation and Headed by E. H. Crandell, one of the Men Responsible for the Development and Growth of Calgary.

IFTEEN years ago Calgary was but a struggling village, with thoughts and ambitions for the metropolis which now ambitions for the metropolis which now graces the site, hidden by clouds of the future, the bustling populace of 4,000 souls being content to house families in structures of crude construction and place business institutions in storerooms typical of the Western village. Transition of that trading post to the modern commercial city has brought changes of purity methods of building and customs, modes of living, methods of building and because of the activity of men of business ability capable of meeting these changes and supplying the needs of the advancing people, Calgary's forward strides have been made possible.

Fifteen years ago when E. H. Crandell, an enthusiastic young business man, cast his lot with Calgary he fitted snugly into the niche carved by his foresight, placed his shoulder to the commercial wheel, shared his portion of the burdens of the city builders, invested wisely and well and because of his intuition and upright business methods Calgary is not alone boastful of his citizenship but has a group of institutions headed by Mr. Crandell of which the city is justly proud. Prominent among these establishments headed by this captain of finance, for he now occupies that position in the commercial world of the province, is the Crandell Pressed Brick and Sandstone Company, Ltd, one of four institutions of the kind on the continent capable of turning out the high class enamelled brick and en-caustic tile produced at the plant one mile west of Calgary on the main line of the Canadian Pacific.

Modern in every detail, this plant, planned and erected by Mr. Crandell, is the Utopia of the brick maker. Around the plant Mr. Crandell, who is the sole owner of the institution, has builded a veritable city. Homes for the employees with families, boarding houses and sleeping quarters for the single men, a post office and stores have been provided. During the summer season when the large plant is running at full capacity, the 75 employees form a happy family, the personality of the head of the plant



ALDERMAN E. H. CRANDELL

having seemingly permeated the very atmosphere. Good fellowship existing at the Crandell plant has eradicated all manner of caustic complaint which often grinds in an institution and has resulted in placing the men in a mood conducive to the interests of their employers.

Four hundred acres is owned at the plant site by Mr. Crandell, a portion of this tract being taken up by the sandstone quarry which has supplied the building materials for many of the prominent structures of Calgary and the southern part of the province. The quarry is under the management of Bone & LeBlanc, who give continual employment to 15 men and many teams.

To the layman the manufacture of the enameled brick turned out by the Crandell plant, is a simple process of mixing clay with water, moulding and burning the mass. To the expert, brick making has a complication of angles and in the Crandell plant these processes have been brought to perfection. tion through the efforts of the president assisted by his Ceramic engineer, one of a family of four who control the secret of the system on the continent. The 80,000 brick turned out daily from the kilns which have a capacity of 1,500,000, include the ordinary product. Enameled brick of the Crandell class is used in the construction of fancy fireplace fronts and in the decoration of the better class of buildings. Enameled bricks of every color and hue. some with the "alligator" effect and some mottled and checked in raised figures, made by the Crandell firm have gained name and fame throughout Western Canada where shipments are made daily.

A visit to the plant and the village surrounding it convinces the stranger of its magnitude and converts him to the fact that the esteem in which Mr. Crandell is held by Calgary citizens because of his activity as a builder as well as booster of the city, is well placed. The \$200,000 invested there is but a portion of the holdings of this progressive citizen whose investments stand as mute monuments to his business ability.



HORNB JAMES



VENTY years ago a young man fired with the enthusiasm of the frontier and determined to build up his fortune in the fertile fields surrounding Calgary, wended his way to the hamlet on the plains possessed of only a few dollars and his ability as a carpenter. During the 22 years that young man has been a resident of Calgary has so shaped his affairs, directed his every movement and moulded his career that today he is independent and is listed among the men who have made the metropolitan Calgary possible.

This man of versatility and sturdy, substantial business ability was James A. Hornby, a citizen who has been placed upon a pedestal of sincere esteem and admiration by citizens of merit because of his tireless endeavors to better the city and lay the foundation for the greatest center of industrial activity of the west.

In 1892 Mr. Hornby came to Calgary from Ontario after spending several years with his father on the farm, later working as a carpenter. From a small carpenter in a small town, Mr. Hornby soon became a contractor of prominence in a metropolis of cosmopolitan composition. When Thomas Underwood, proprietor of the Underwood Block and other business buildings, was a leading contractor of the city. Mr. Hornby accepted his offer of the foremanship of work under way. For nearly seven years he was identified with the building business with Mr. Underwood, leaving the position to go into business for himself. His remarkable success is well known to every pioneer resident of Calgary. During the ten years he devoted to construction work he erected, among many other large structures, the Victoria Hotel building on Eighth Avenue, the Sacred Heart Convent, and the second steel bridge across the Bow River, this contract having been completed in 1897 while the town was yet in

Call it intuition, psychology or foresight, or any other name having for its purpose the designation of that quality in a man that enables him to peer into the future and wrest from present and prospective conditions the greatest measure of profit and fame, both for himself and for the city in which he resides. Mr. Hornby's possession of this second sense has enabled him to pass scores on the high-way of business endeavor and build up a name and fortune of enviable prominence.

Mr. Hornby's business ability has been displayed at many times and in many enterprises, the six years spent as a director of the Calgary Exhibition Company being a notable example. At the time of the agreement with the city council he was placed in charge as chairman of the department controlling the grounds and buildings the year of the Dominion exhibition.

Pioneer Whose Ceaseless Efforts in the City Council and as a Private Citizen Have Resulted In Placing the Public Works Department on a Firm Foundation And in the Betterment and Advancement of Calgary.



JAMES A. HORNBY

For several years Mr. Hornby was a director of the general hospital board of the city of Calgary, being a member during the construction of the commo-dious new hospital. His services for the benefit of the city have been of great value to the citizens, business foresight and commercial common sense entering into his every movement.

When Mr. Hornby retired from active business life, leaving the work in the city council yet retaining his intense interest in civic affairs, he became fire insurance adjuster with the E. A. Lilly Company which positive to active the city heads he wing account for 100%. tion he still holds, having served since 1908. Only prison walls or barriers of the same effectiveness would prevent Mr. Hornby from watching the municipal mills of government grind out the ordinances and handle the business of Calgary—the city in which he has taken such a vital interest, watching it advance from a dot on the wind-swept prairies to a city of nearly 100,000 souls.

In 1901 he was elected alderman from Ward No. 3, retaining the seat for three consecutive terms, and in 1905 he entered the lists for mayor but was defeated John Emmerson. He then retired from the council for one year, then was re-elected and the next year again ran for mayor against R. R. Jamieson and lost the chair by a few votes. In 1911 he was returned as alderman.

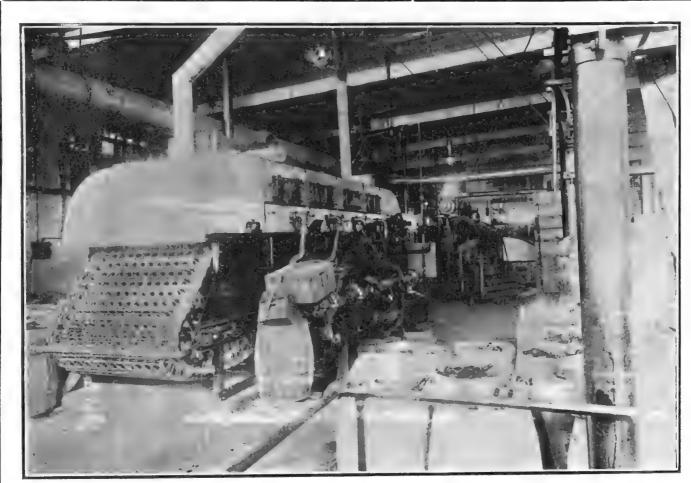
During the term he was chairman of the board of public works his experience as a contractor became invaluable to the city, Mr. Hornby's advice proving to the unacquainted and the men not conversant with construction work, what savings were possible to the city with the tasks properly performed. His contention for the ten and twelve-foot sidewalk against the eight-foot walks carried the vote of the council. His work of settling the mooted questions of subways beneath the C.P.R. tracks won laurels for James Hornby, difficulties having arisen in swarms before his master hand grasped the situation. Construction of the protection along the south bank of the Bow river, shielding the city from devastation by flood has been instrumental in saving thousands of dollars worth of propertythis too being another of the accomplishments of this versatile citizen.

When the commission form of city government was adopted Mr. Hornby was one of the men who compiled the data upon which the bylaw was based and during the term of office of the commissioners he has been a pillar of strength to the city by tendering his wholesome advice concerning the solution of knotty problems. His citizenship has been one of Calgary's greatest assets.

Mr. Hornby was born in Springfield, Ontario, on February 28, 1863, while the civil war was raging in the United States, and was given his preliminary education in the country school near Blenheim, Ontario, near which city his father acquired property when the son was a mere lad. Mr. Hornby has been educated in schools of hard knocks and is the better citizen for his experiences. Without his influence and guiding hand during the formative period of the city's growth, official blunders would have been many. Selfish motives are foreign to the mind of Mr. Hornby, his every effort and ambition being for the advancement of Calgary.

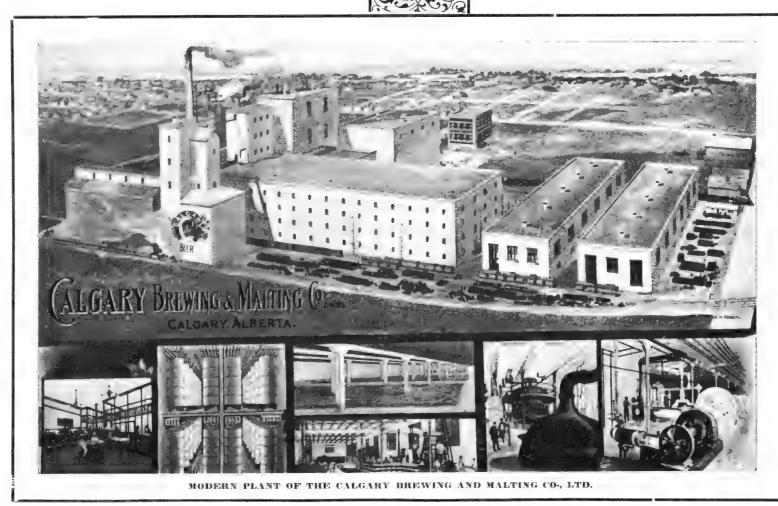
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The Home of Calgary Beer



ONE CORNER OF THE BOTTLING WORKS





Calgary Brewing & Malting Co.

LIMITED

Calgary Central Creamery

Headed by Pioneer, which has demonstrated its ability and efficiency to supply the most discriminating patron with the finest of Dairy Supplies :: ::

ETROPOLITAN development is dependent upon scores of influences unthought of by the laymen which enter into the civic structure and which are the foundation stones of the municipal building. These influences hinge upon the ability of the men standing as sponsors for the city, heading establishments capable of turning out products of the superiority such as to demand the patronage of residents for cosmopolitan

When Peter Pallesen established the Calgary Central Creamery in May of 1910 he gave to Calgary, one of the industries which has developed into a business which has not alone attracted dollars to the city but has brought fortunes to farmers interested in the dairy business, over \$550,000 in hard cash having been paid out by him. Sifted down to a fine basis the story of the success of Central Creamery is told in a moment. When the business was established only four men were required to handle the milk and cream. Today one of the finest dairy and creamery buildings not alone in the province but west of Toronto is being erected and furnished by Mr. Pallesen, adjoining the milk and cream station at Third Avenue and Fifth Street West, fitted with the best of machinery, and mechanical refrigeration and ice making plant connected, doubling the capacity of the plant. This plant and the increase of the butter, milk and cream business of the Calgary Central Creamery demands the employment of 40 to 60 men who receive \$3,000 to \$5,000 each month.

Growth of this institution, measured by the increase of business because of the supply of the best of products to the better class of people, may be measured by the unbeliever by a simple comparison of the figures shown by books of the firm. Compared with the 46,222 pounds of butter manufactured the first year the creamery was established, the concern turned out more than 400,000 pounds during the first six months of 1913. This butter has entered into the living of the families of Calgary and because of the activities of the men whom Mr. Pallesen has entrusted

with the management of this concern, the butter wrapped with the labelled paper, "Our Own Brand" and "Danish Breakfast" has gained an enviable position among the families



Peter Pallesen

of Alberta and British Columbia who look for the Pellesen trade mark. During the year 1913 this creamery competed at the leading exhibitions from Toronto to Victoria, and "Our Own Brand" was successful in capturing no less than fifteen prizes, also obtaining third prize and silver medal in the Alberta Provincial Government Scoring Competition.

Because of the fact that Mr. Pallesen maintains a farm, conducted on the most modern and scientific lines for the betterment of the class of products delivered to the Calgary people the patronage of this concern has grown by leaps and bounds. On this farm of 960 acres in the Simons Valley, ten miles west from Calgary, recognized as the Spy Hill dairy farm because of the high hill on one corner of the farm giving a view of the city and the surrounding territory, the horses used in the many wagons in Calgary are given their regular resting days. More than seventy-five horses are owned by Mr. Pallesen and these horses are interchanged in the city work.

At this farm the cows are inspected and cared for by the most modern methods, supplying the superior milk used by Calgary patrons daily. Ten men are employed at the farm exclusively for the care of the cows and stables. Sanitation in every department is one of the watchwords of the Pallesen dairy.

For more than fifteen years Mr. Pallesen has been one of the men who have backed the development of the city from the village stage to that of metropolitan importance. During these fifteen years Mr. Pallesen has been associated with the class of builders and financiers who have been instrumental in producing a city on the site of a trading post.

Milk and cream from farms covering a radius of several hundred miles is marketed in Calgary by the Pallesen Dairy; from as far north as Coronation, east as far as Forrest, Sask., and west as far as Morley, the territory covered extending as far south as Milk River on the international boundary line.

Dairies operated by men who have been schooled in the business are contributing their share toward supplying Calgary patrons with the best products and through the work of Mr. Pallesen and his associates these products have been manufactured and handled in the Twentieth century manner which demands the most modern methods and the highest class of productions.

Thomas Fuel & Cartage Co.





ISTED among the thousands who have chosen Calgary as their home there are a few men who have demonstrated their natural, inborn faculty for picking the good things from a multitude of opportunities for investment and for this reason step out in front as leaders whose footsteps it is wise to follow. Calgary has largely been built up through the consistent efforts and earnest endeavor of those sturdy pioneers who early recognized the strategic position of the city and cast their lot with the development of this community.

That their steps were wisely taken has been proven by the dollars that have been pouring into their coffers during the years the city has enjoyed the fruits of prosperity wrought through sound investment and the laying of the foundations upon which the solid civic structure has been erected.

But the days of the pioneers are numbered; the allotted three score years and ten in many cases is nearing the limit, and their mantles will soon fall on the shoulders of those in whom they have placed their trust and the men who have been identified with them during the waning years. The young man, the well rounded business man conversant with every detail of the commercial life of Calgary, is the man who is chosen to step into the place occupied by the passing generation.

Just as youth and energy with that steadfastness of purpose that builds empires, were the secrets which resulted in the formation of the

nucleus about which the civic strucutre arose in the days when these pioneers shaped the future of the city,, so the modern day business whirl calls for that same adjunct to the commercial world.

Ten years ago when Arthur C. Thomas, son of Robert C. Thomas, owner of a half dozen prominent blocks in Calgary and one of the leading financiers o fthe city, established the Thomas Fuel and Cartage Company, men who possessed less business acumen scoffed at the venture even though Calgary was at that time enjoying a building boom such as the city had never before seen. These doubters failed to consider the faculties of Mr. Thomas and his ability to look into the future as well as consider the lessons of the past. Without a dollar's aid from his wealthy father this young man launched forth into the commercial maelstrom with only a few teams and a small corps of men employed. Today Mr. Thomas, sole owner of the business, employs thirty men and has twenty teams on the road answering the wants and desires of Calgary patrons during the day or night. From a start which demanded only a small outlay the business has grown to such proportions that this young captain of commerce has about \$25,000 invested. His earnings have been turned back into the business, adding to the welfare and development of the city and at the same time giving patrons a more satisfactory service. The barns of the company at 1129 Seventh Avenue west, 50x75, are owned by Mr. Thomas, and here the heavy horses used in the cartage and coal service are stabled and cared for by experts

The remarkable growth of the business of Mr. Thomas during the two years may be judged from the fact that he daily handles and distributes three full carloads of coal to the patrons of Calgary.

Semi-hard coal from Lethbridge and other brands are burned exclusively in the homes of the prominent citizens of the community. The exclusive contract for the coal supplied the Hudson's Bay Company has been awarded Mr. Thomas while the cartage contracts of the Carter-Halls-Aldinger Co., contractors, and other firms of like magnitude, have been placed in the hands of this young man and his expert staff. Aside from these lines, the Thomas Fuel and Cartage Company maintains a warehouse for storage purposes on Tenth Avenue West between Ninth and Tenth Streets.

Born on a farm eighteen miles from Calgary where he spent about ten years of his life, Mr. Thomas' knowledge of horses and cartage is unsurpassed in the city and because of his careful business methods, his strict adherence to the efforts to satisfy and supply superior products with the aid of a superior working staff, he has already attained an enviable position among business men of merit in this industrial center of the province.

PAGE FIFTY-THREE

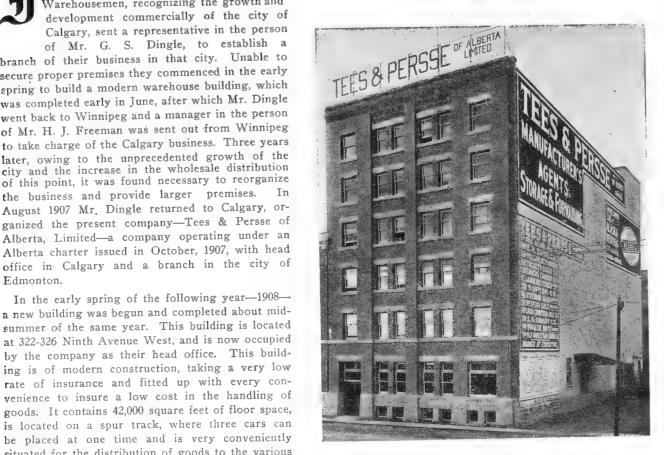
OZ Persse LIMITED CALGARY

N January 1905, Tees & Persse, Limited, of Winnipeg, Manufacturers' Agents and Warehousemen, recognizing the growth and development commercially of the city of Calgary, sent a representative in the person of Mr. G. S. Dingle, to establish a branch of their business in that city. Unable to secure proper premises they commenced in the early spring to build a modern warehouse building, which was completed early in June, after which Mr. Dingle went back to Winnipeg and a manager in the person of Mr. H. J. Freeman was sent out from Winnipeg to take charge of the Calgary business. Three years later, owing to the unprecedented growth of the city and the increase in the wholesale distribution of this point, it was found necessary to reorganize the business and provide larger premises. In August 1907 Mr. Dingle returned to Calgary, organized the present company-Tees & Persse of Alberta, Limited-a company operating under an

In the early spring of the following year-1908a new building was begun and completed about midsummer of the same year. This building is located at 322-326 Ninth Avenue West, and is now occupied by the company as their head office. This building is of modern construction, taking a very low rate of insurance and fitted up with every convenience to insure a low cost in the handling of goods. It contains 42,000 square feet of floor space, is located on a spur track, where three cars can be placed at one time and is very conveniently situated for the distribution of goods to the various wholesale and retail firms of the city.

Edmonton.

Tees & Persse of Alberta, Limited, are essentially manufacturers' agents and warehousemen. Among other things they specialize in the securing of food products from the various parts of the world. As a part of their business their warehouse provides facilities for the carrying of stocks for the various



CALGARY HOME OF TEES & PERSSE OF ALBERTA, LIMITED

principals they represent. This service is greatly appreciated by the wholesale trade, in view of the fact that the city of Calgary is so far from the base of supply for numerous commodities.

Some of the manufacturers represented by Tees & Persse of Alberta, Limited, are the following:-The E. B. Eddy Co., Ltd.; Tuckett Limited; The St. Lawrence Starch Co.; The Consumers Cordage Co., Ltd.; The T. Upton Co., Ltd.; The Aylmer Condensed Milk Co., Ltd.; The B.C. Packers Association; The N. K. Fairbanks Co., Ltd.; The Quaker Oats Co.; The Freyseng Cork Co., Ltd.; Church & Dwight, Ltd.; The Western Salt Co.; Ramsays Limited; C. H. Catelli Co., Ltd.; The W. S. Loggie Co., Ltd.; The Mount Royal Milling & Manufacturing Co., Ltd.

They also represent a number of manufacturers of various hardware lines, such as:-

The Peterborough Lock Manufacturing Co., Ltd.; The Lundy Shovel & Tool Co., Ltd.; The Canada Wire & Iron Goods Co., Ltd.; The P. L. Robertson Mfg. Co.; The Ohio Tool Co.; Butler & Co., Ltd., and other well known firms.

It has always been the policy of the parent firm, Tees & Persse, Limited, Winnipeg, when establishing branches and locating resident staffs at the various points in the Western Provinces, to identify themselves with the business life of the city in which their branches may be located. In this way they assist materially in building and enlarging the possibilities of distribution and at the same time their substantial and modern warehouses make a welcome addition to the warehouse section. In following out this policy they secure at once the sympathy and co-operation of the wholesale trade and by their methods of doing business, together with the service they render, they establish themselves in the confidence of the business life of the community.

Be an Exhibitor

The **Calgary** Industrial

At

Exhibition

Extracts from the Prize List

3 5 6 2 1 \$5 \$10 \$20 Best 2 loaves Home-made Bread. \$ 50 \$25 10 2 bushels Hard Spring Wheat....100 25 15 **40** 15 10 5 White Oats 100 10 5 Six-rowed Barley 100 25 15 **40** ,, 2 Hard Winter Wheat... 70 5 20 10 30 2 " 5 30 20 10 Soft Winter Wheat.... 70 2 ,,, 10 5 Two-rowed Barley 70 20 30 2 3 1 peck Timothy Seed 20 10 5 15 Western Rye Grass Seed. 20 10 15 Brome Grass Seed..... 15 10 Alfalfa Seed 20 10 5 15 1

June 29th 10 July 4th 1914

\$45,000.00 in Prizes and Purses

President: E. J. DEWEY

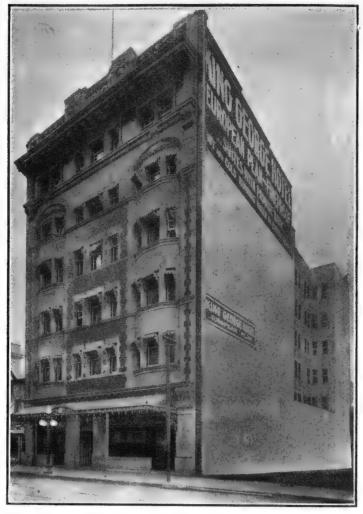
1st Vice-President: COL. JAS. WALKER 2nd Vice-President: A. McKILLOP

Manager, E. L. RICHARDSON. Victoria Park, CALGARY, ALTA. 

Calgary's Greatest and Most
Modern Hostelry which has
Opened a New Era in Hotel
Life in the City by the
Supplying of Comforts
at present Demanded by a
Discriminating Populace.

►IRST impressions, whether they be applied to the individual or to a city, go far toward fixing in the mind of the one impressed the future conception of the person or thing under consideration. It is these early impressions that form the basis of action for at least half of those who for the first time gaze within a city's gates The good impression has the lasting effect, but on the contrary, it requires time to remove an idea espoused in a moment of discontent. Accepting the line of reasoning that most men's hearts are reached through their stomachs, the shrewd and discerning business man is as much interested in seeing the visitor well housed and well fed as he is in any other circumstance affecting his advent into the community.

When Charles Bell and Joseph Schiessel-erected the King George Hotel in December, 1911, it was to satisfy this demand for the best, and to give Calgary an institution which is a credit to the community and the province, one



THE KING GEORGE HOTEL

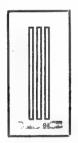
of the factors which has been instrumental in convincing strangers and homeseekers of the hospitality of Calgary's people and of the ability of the city to provide them with the things to which they have been accustomed in larger centers. Because of the earnest efforts put forth by these men looking toward the comfort of guests and providing the most luxurious surroundings capable of satisfying even the most discriminating, the King George Hotel has attained a position of prominence among the hostelries of the province and has accomplished much for the betterment and advertising of Calgary

This institution, the largest and best in the city, with its 107 beautifully furnished and fitted rooms, is the home of hundreds of travelers who visit Calgary at stated periods and who demand the best comforts and the finest of service, their wants being satisfied at the King George. Hot and cold running water in every room, each room fitted with a telephone and the finest of furnishings are the features of the arrangements

of the King George which attract and hold the patronage of an ever-growing clientele of satisfied guests. Ten large sample rooms have been prepared for the convenience of traveling salesmen on Seventh Avenue, the well-lighted and airy quarters being the largest of the kind in the province and are constantly in use of the attaches of the largest wholesale houses of the Dominion

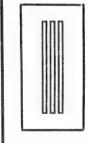
Every accommodation for the comfort of the traveler and guest is provided in the King George building, the immaculate barber shop, the manicuring room, the stenographers and the beautifully appointed barroom being among the comforts arranged. The one feature of the arrangement of the King George is the grill, the pride of Calgary and the dining room which is patronized daily by the best class of people of Calgary and the province. Service is the one demanded quality of all employees, the proprietors insisting on the best for their guests and the disgruntled or dissatisfied guest of the King George grill has yet to appear. Music of high class is furnished by an orchestra of trained players while vocalists of renown extend an air of culture and make dining at the grill more enjoyable.

Charles Bell, one of the proprietors, is one of the best known boosters for Calgary and on his frequent trips to New York, Chicago, California and other Eastern and Southern cities and states he has at all times been a champion of the virtues of the Canadian West. Born in Winnipeg, for several years a cigar maker in Chicago and nine years ago a new man in Calgary, Mr. Bell has become one of the factors which have been working for the upbuilding of Calgary. Nine years ago he took over the Royal Hotel, now vacated, the pioneer hotel of the city, and conducted that hostelry until the completion of the palatial King George building. His holdings in the business and residential section of the city are heavy and his home on Twelfth Avenue is one of the most beautiful and comfortable residences in Calgary. He also owns another commodious residence in Elbow Park. As a member of the Calgary Club, an enthusiastic worker in the Board of Trade and other organizations whose object is the aiding of Calgary industries and businesses, Mr. Bell has been one of the men who have made the Greater Calgary possible. The management of the King George Hotel under Mr. Bell, his partner Joseph Schiessel being in charge of a hotel at Canmore, has brought the institution to a rating of above first class throughout the Canadian West. Because of the insistence that the best be supplied every guest at all times, Mr. Bell has not only placed the King George in an individual class of superiority of service but has given Calgary an institution of which every resident is justly boastful.



HARRISON & PONTON

Architectural Engineers who have Labored long in the interests of the City and Southern Alberta—Now Prominent.



OUNG men of intellect possessed of that indefinable something which singles them out from among a throng, elevates them to heights of business achievement and names them leaders of their fellows, have in large measure been responsible for the steady growth of Calgary and the portion of the province tributary to this city.

Fate has been good to this community in that men young in years have been lured here and have cast their lot with the pioneers, in a short time to become captains of industry. Modern day methods of building construction, and nineteenth century engineering schemes are so far advanced over those of a decade ago that experts of modern training are demanded to carry out the dictates of the exacting engineer. When young men but a short time out of their higher institutions of learning, take up the burden of older men in years and experience, successfully complete contracts valued from \$100,000 up and employ 75 men a large portion of the year, these young men have demonstrated their ability to supply the growing needs of such a western city as is · Calgary.

Of Edward Harrison, B.A.Sc., and D.L.S., and his partner Gerald Mungo Ponton, M.E., who recently formed the firm of Harrison & Ponton, the city and province have at all times expressed merited pride. The business established by these two young engineers has grown to such proportions that it has been necessary to employ three salaried foremen who are at all times in the call of the engineers. Aside from these foremen the payroll of the Harrison and Ponton Company

monthly carries the names of up to 100 carpenters, bricklayers and laborers who are employed on the works owned by the two engineers or jobs being done for financiers of Calgary and Medicine Hat, where the company has a branch office.

Prominent among the achievements of these two engineers has been the completion of the only true and accurate map of Calgary, showing its every subdivision and lot, street, bridge and natural marking.

Already 57,000 of these maps have been distributed during the two years they have been published.

During 1912 and 1913 exclusive of the last three months of the year this firm surveyed more than 30.000 lots throughout the province.

Experience secured by Mr. Ponton in the mines in the Crow's Nest, Cobalt and other districts has wonderfully assisted him in his work on the prairies.

During the last summer the firm has constructed two motion picture theatres of artistic loveliness in Calgary. They are at Crescent Heights and Mount Royal.

The greater portion of the construction work of the firm during the last year has been at Medicine Hat where fifteen houses valued at \$75,000 and one apartment house valued at \$35,000 have been erected on property owned by the engineers. The majority of these homes have been sold, the lot going with them. Ten homes have also been constructed in Valley-field, Calgary, at a cost of \$2,500 each and these residences are occupied constantly.

Thirteen houses have just been completed at

Redcliff and it is the intention of this firm to construct many more during the year to improve their property there.

Calgary may thank these young men for attracting hundreds of settlers to the district through their earnest endeavor to better the vicinity in which they reside. Both men have at all times been willing to do anything within their power to assist in improvement of the city.

In conjunction with their construction work this firm operates the Alberta Sash and Door Company, in East Calgary. Here they employ upwards of twenty men. A considerable portion of the output goes into their own contracts, while they supply some of the largest contractors with mill work of all descriptions.

Mr. W. H. Brady, former manager of the East Calgary Crown Lumber Yards is in charge of the plant, and it is through his ability that the operation of this industry has been such a success.

Before forming the Calgary company, Mr. Harrison was assistant engineer at Cobalt, Ontario, and later was connected with the Public Works Department of Saskatchewan. He is a graduate of the University of Toronto with high honors.

Earnest endeavor to make Calgary a city of beautiful homes and to attract settlers to this district through legitimate means has resulted in placing Mr. Harrison and Mr. Ponton in an enviable business position, not alone as commercial leaders but as philanthropic captains of industry whose ambition has ever been—a better Calgary.

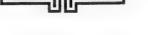


KNOX PRESBYTERIAN CHURCH

CALGARY FURNITURE CO. BUILDING

Fyshe, McNeill, Martin, Trainer

Engineers and General Contractors



Buildings Completed in 1913

Calgary Herald Building.

Canada Life Building.

Calgary Furniture Co. Warehouse.

Northern Electric and Manufacturing Co. Warehouse.

Calgary Paint and Glass Co. Warehouse.

Canadian Western Natural Gas Co. Office Building.

Isis Theatre.

Kolb's Restaurant.

Tees & Persse Warehouse, Edmonton. Nicholson & Bain Warehouse, Ed-

monton.

Power House, Medicine Hat. Filtration Plant, Medicine Hat.

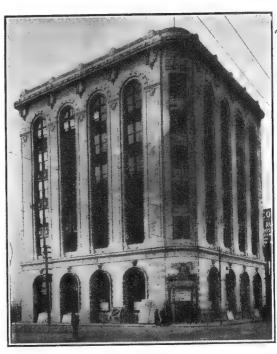


General Offices Suite 409, Lougheed Bldg.

Calgary, Albert a



HERALD BUILDING

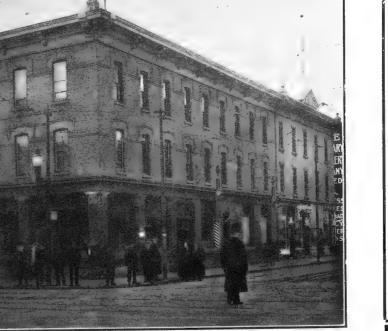


CANADA LIFE BUILDING

eem's Hotel







THE QUEEN'S HOTEL AT EIGHTH AVENUE AND SECOND STREET EAST

H. L. STEPHENS PROPRIETOR

Calgary, Alberta

You'll

Get

Your

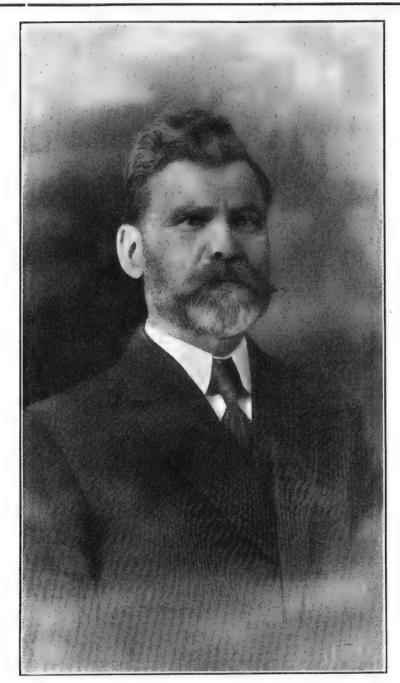
Money's

Worth

German-American Colonization Company

Progressive Real Estate Company headed by John Steinbrecker, Philanthropist and Millionaire which has been instrumental in bringing hundreds of Settlers to Alberta.







JOHN STEINBRECKER

PPORTUNISM seldom plays an important part in the achieving of the success of a modern business man, firm or corporation. Fortunes have been made in this western world of commercial activity, great financial institutions have been built up to grace the thriving cities of Western Canada and ambitions for development have been realized—but not through the working of so-called "luck" or happenstance. Individuals and institutions now listed among the successful financial factors of the community have won their position through hard labor and through sheer force of character and the early adoption of business methods of merit. Men who have accumulated wealth and have in return re-invested those dollars in the community which made possible their propsperity are the men on whom the civic structure depends and the men who are to be thanked for the growth of cities of the importance of Calgary. Merely lending one's presence to the community does not constitute citizenship.

HONEST BUSINESS POLICIES WIN SUCCESS

It has been because of these facts that John Steinbrecher and his associates have been successful and because of strict adherence to the honesty policy in doing business that Calgary may well boast of a citizen of the caliber of Mr. Steinbrecher. The recitation of the life story of this progressive philanthropist has been an incentive to many young men and has been instrumental in inculcating business methods of uprightness in many firms and institutions.

As president of the German-American Colonization Company Mr. Steinbrecher has accomplished great good for the city of Calgary and for its environs, many Alberta districts having been populated with substantial residents through the efforts of this company and its president. Associated with Mr. Stein-

brecher in this company is his capable son, Arthur, secretary and treasurer, the management of the concern being largely in his hands. During the years this concern has been operating in Calgary the company has handled more than 100,000 acres of land adapted to agriculture and has sold four sections of subdivisions for residence property, these subdivisions including Balmoral, North Balmoral, Mountview, La Grange, Highland Park, Pullman, Belfast and Avondale. The subdivisions of Pullman and LaGrange are now being disposed of. One of the specialties of the company has been the dealing of land in wholesale lots, the tracts being turned over to other realty dealers for sale to the homeseeker.

SHUNS SIDE LINES IN THE HANDLING OF REAL ESTATE

Six years ago Mr. Steinbrecher came to Calgary from Denhoff, North Dakota, and immediately entered the real estate business, the policy of square dealing with every patron placing his name on the lips of hundreds of intending purchasers immediately after he became known in this city. He has consistently shunned all the side-lines in the real estate business, and has not dabbled in insurance writing, loans or other features and has confined his entire business to a straight selling policy.

One of the evidences of the faith of Mr. Steinbrecher in Calgary is the erection of his palatial residence at LaGrange, one of the additions which the company has placed on the market. This residence is one of the show places of the city and his planning has largely increased the value of real estate in the surrounding district. In addition to the real estate Mr. Steinbrecher is daily demonstrating his confidence in the community by investing heavily in Calgary industries and businesses which mean much to the development of the city. One of the heavy investments is represented in the Ceramics Brick and Sewer Pipe

Company at Sandstone, the brick manufactured at the plant having entered into the construction of many of Calgary's prominent business blocks and residences.

ATTRACTS OLD COUNTRYMEN TO CALGARY

Through the activites of Mr. Steinbrecher many countrymen from Europe have been induced to move to Calgary, a large settlement at Stettler having been originated by this progressive leader. Experience of Mr. Steinbrecher in Russia, his birthplace on December 11,, 1853, has been the foundation upon which his success has been built. After starting life as a shoemaker his ability for handling knotty financial problems soon became recognized and when he outgrew the cramped times and conditions surrounding his old country life he emigrated to America, later harkening to the call of the Canadian West, the land which has repaid him in dollars for the earnest efforts he has put forth for its development.

LANDS TRANSFERRED MANY TIMES AT PROFIT

Lands sold by the German-American Colonization Company have in many cases been transferred a half dozen times, always at a profit to the owner. Holdings of the company are being increased and are daily growing in value. The Steinbrecher policy of turning back into the community the profits of many land deals and the investment and assistance for the infant industries of the city has not only made the name of John Steinbrecher beloved by Calgary people but has made possible the growth of the city and the attainment of the coveted goal of metropolitanism. Calgary's gratitude for the deeds of this benefactor is being constantly expressed and with men of the type of Mr. Steinbrecher backing the commercial center, the city's future is not a problem.

PAGE FIFTY-SEVEN



DAVID McDOUGALL

Calgary Pioneer who for nearly fifty years has been one of the Men of Commercial Solidity and Sterling Character who have been the Mainstays of the Northwest



AGES of history recording world advancement during past ages bear records of relentless wars and conquests, devastation of resources and destruction of means of development: today commercial activity holds sway and those men who cast their lot with the future of this fertile region in pioneer days are now leaders in business circles which compose the foundation upon which the Dominion has been built up.

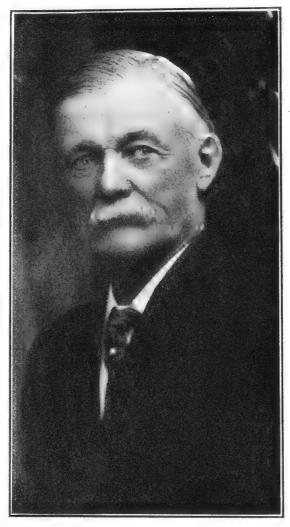
Few men there are in Calgary who are able to think back fifty years and recite stories of progress when the land was young. In fact there are few pioneers remaining in the Northwest who were among those who toiled ceaselessly and long for the upbuilding of the district which is how considered among the richest in resources in this continent—men who cleared the forests that their offspring might till the soil and cause the prairies and deserts to bloom with wholesome products.

Forty-eight years ago David McDougall, pioneer of Calgary, who has been in the city since its founding, harkened to the call of the Canadian Northwest and became identified with the development of the territory which at that time was a wilderness. In 1865, just after the close of the Civil War in the United States, Mr. McDougall, then a stripling, left the store in which he was clerking in the States and joined his father at Victoria, travelling overland from St. Paul up the North Saskatchewan to meet his sire, caring for his sister en route.

The strenuous trip was fraught with dangers. Indians of a warlike nature, treacherous river crossings and the thousand and one dangers of the untravelled roads and territory beset them on every hand, yet they tenaciously clung to their mission and landed safely. Since that day David McDougall has been prominently identified with the forward march of the Canadian West, his earnest effort to promote business enterprise and progress, his unflinching faith in Calgary and the surrounding territory and his staunch determination to do his utmost for the welfare of the West having been

commercial beacons guiding hundreds of home seekers to the land and resulting in its cultivation.

As one of the men who have made possible the growth of Calgary from the village to the metropolis, Mr. McDougall leads, In 1906 he



DAVID McDOUGALL

erected the McDougall building at Eighth Avenue and First Street East, the first building devoted to commercial purposes exclusively, and constructed in a modern manner, erected in Calgary. The erection of the McDougall block was the signal for the beginning of the building boom in Calgary which has resulted in placing the city among the more prominent of the West.

Wise investments in farm and city properties when prices were at low ebb has made Mr. McDougall independent, the valuation placed on these buildings having grown by leaps and bounds with the passing of the years. Much of the property acquired by this staunch pioneer during the early days is now utilized for business purposes in the cities where he invested his savings while the farms are among the best improved in the province.

Always alert and on the qui vive to lend a hand to aid the city of Calgary, Mr. McDougall is one of the most influential citizens. He has taken an intense interest in civic affairs and his wholesome advice is sought by many when problems of knotty construction confront them, whether the problem be personal, professional or municipal.

The story of the checkered career of David McDougall is one punctuated with adventure, commercial conservatism, strenuous toil, earnest endeavor to aid his fellow man, and sincere determination to give the best of his intellect and ability for the betterment of the chosen land of Canada.

Mr. McDougall is a Canadian by birth, Owen Sound, Ontario, having been his original home. On May 14, 1845, this benefactor was ushered into the world. Five children have blessed his marriage to Miss Annie McKenzie, all the children having married. The name of David McDougall is too well known to every substantial resident of Calgary to require a lengthy history of his many accomplishments. During the 48 years he has been a moving spirit in the West he has proven himself a builder and has been the architect of his own fortune.

THESE STATELY BUSINESS BUILDINGS ON EIGHTH AVENUE, IN CALGARY'S BUSIEST CENTRE, WERE ERECTED AND ARE OWNED BY DAVID McDOUGALL



THE McDOUGALL BLOCK



THE DAVID BUILDING

McCUTCHEON BROS., Limited

Quartette of Young Canadians whose Energy, Ambition, and Ability have placed them in the Front Rank of those men who have developed Calgary and the West along Substantial Lines

> F I were to be asked what strikes me as unusual in Western Canada, and in this City of Calgary, I would say that it is the number of young men who are in business here. This is a country of young men, and Calgary is a city of young men. They are occupying responsible positions. To use one of your own Western terms, they are "making good," and they have the stability and perception of men of mature age, combined with the energy and ambition of youth. That is what is making Western Canada today, and it is what will make this country for years to come. Speaking from experience I would say that I would sooner have associated with me in my business venture, a live, virile young man of your city than some of the most successful business men of more mature years that I have met in other cities. The big, open-mindedness of the West, the honesty of the country where a man is judged by what he does for himself, not by what others have done in the past; where you accept and judge a man on his own true worth, is what is making your country and your Western cities the best country and the best cities of the American continent.'

> Speaking of his impressions of Western Canada to a Calgary newspaper reporter, Sir Gilbert Parker, eminent British parliamentarian and author, made the above statement only a few months ago, and this man of affairs showed a keen perception when he recognized the fact that it is the young men who are making the West today.

YOUNG MEN ARE GAINING PRESTIGE

But Sir Gilbert Parker is not the only big man who has noticed this and commented upon it. It is a noticeable fact that the young men are pushing to the front in every line of endeavor in this community, and by their energy and enthusiasm, and their firm faith in the future of Calgary and Alberta, they are infusing into this community that life which is the basis of all growth and progress.

And McCutcheon Brothers, a quartette of young business men who came from Ontario in 1905 and 1906, are splendid examples of the young men who are making history in

Calgary today.

It has been well and truly said that the real estate dealer may make or mar a city. If he has a deep interest in the welfare and improvement of that city, not only through the material benefit that will accrue to him, but also because of a loyal and public spirit, he will so conduct his transactions that the beauty of his city and country will be enhanced, and improvements carried on along lines which mean material progress and solid and substantial development.

$\begin{array}{cc} \text{McCUTCHEONS} & \text{HAVE} \\ \text{WON FAME} \end{array}$

Of such calibre are the young men who make up the firm of McCutcheon Bros., with offices in Winnipeg, Edmonton and Calgary, and connections in almost every city of importance on the American continent. Young in years, these wideawake young business men have, in the six or seven years they have been interested in business in this city, made their mark

as builders of Calgary and Western Canada, and the fact that they have attained marked prestige and success in their exacting calling is due solely to their own energy, integrity and ability.

Born at Shelburne, Ontario, and educated in that city and in Toronto, it was not until 1905 that the McCutcheons became identified with the commercial life of Calgary. In that year David S. McCutcheon come to this city and entered into the drug business. Calgary was then in its early stages of development. It had not attained that position of prestige in the financial world which it now holds, but seeing the advantages for young men here Mr. McCutcheon induced his brothers to follow him to this city, with the result that in 1906 the firm of McCutcheon Bros. was formed. From the outset the success of the firm was assured. Past experience in Ontario where the young men had been interested in various lines of endeavor, now stood them in good stead. Their previous reputation for honesty and ability preceded them, with the result that in a very short space of time they had opened branch offices in Winnipeg and Calgary, and had gained the reputation of being one of the most successful real estate firms in Western Canada.

CONSERVATIVE BUSINESS ABILITY ACHIEVES SUCCESS

But while success came to these young men they were careful that it came to them in a proper and legitimate manner. With that foresight which characterized their every dealing they handled only those properties which were sure to improve, and they were equally careful to make no promises which were not carried out to the letter. They were not building for the present, but for the future, and while they were making material progress themselves, they took an active interest in everything pertaining to the growth and development of not only Calgary, but every town and city in Western Canada.

No town or city of importance but has felt their helping hand in its development and progress. They have been instrumental in bringing hundreds of thousands of dollars into Alberta and many men of the West who are now in a position of affluence owe their start and the success of their subsequent ventures to the painstaking care given their business by McCutcheon Bros., and the careful study of conditions and future prospects of the West made by these young men.

SUBSTANTIAL MEN COMPRISE FIRM

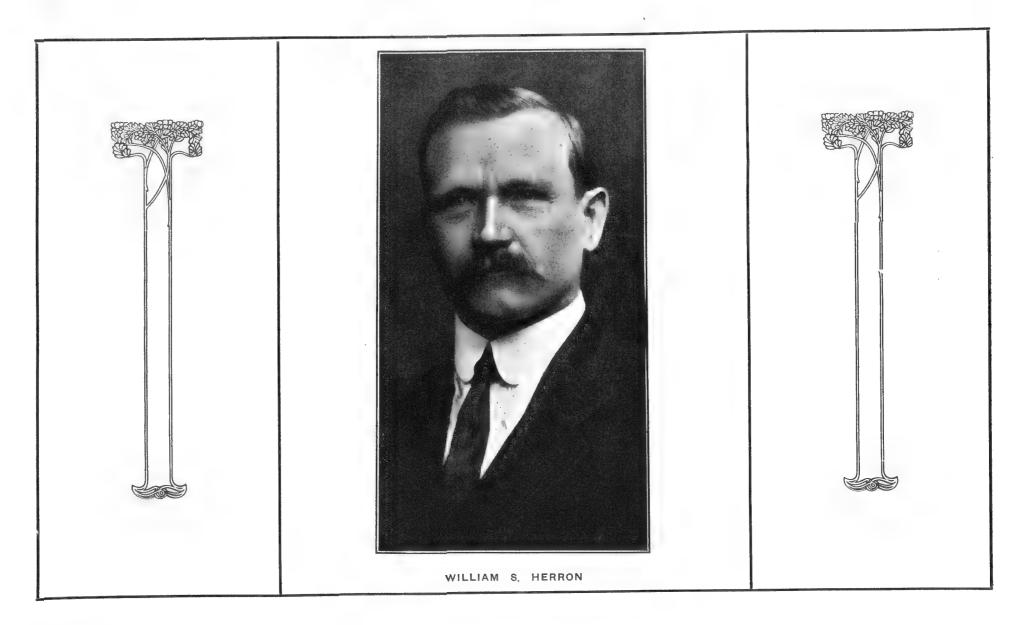
The personnel of the firm is as follows:—David S. and Clarence M. McCutcheon, who take care of the Calgary interests; Gordon D., who is in charge of the Toronto office, and J. H., who is taking care of the many clients of the company in Winnipeg. In addition to the real estate and financial interests held by the young men, David S. McCutcheon is also interested in the firm of McCutcheon and McGill, druggists of this city, whose business in Calgary has grown to such an extent that in addition to the head business at the corner of Ninth Avenue and Second Street East, branches have been established in East and West Calgary.



The Herron-Elder Gas and Oil Development Co., Limited



Calgary Concern headed by Pioneers in the Oil Regions and backed by Men of Tried and True Business Ability and Solidity who are doing much for the Development of the District



HEN oil was struck in the Discovery well, only a few miles from Calgary, the dawn of a new era of prosperity for this entire district drove away clouds of doubt and has made possible the perpetuation of the financial solidity of this commercial center. Calgary owes much to the men who have toiled tirelessly and long to accomplish this discovery, who have not hesitated in investing their money in development work on the oil property and who have worked with a confidence in their successful realization of their ambitions.

W. S. HERRON, THE PIONEER IN THE OIL BUSINESS

The one man to whom goes the glory and esteem for the location of the Discovery well is W. S. Herron, the pioneer in the oil business in Calgary. Mr. Herron invested more than \$40,000 of his own capital in land and mineral rights before ever asking any man or group of men to take stock in a company or aid him in the development of the district which means so much to Calgary. Associated with Mr. Herron in this great work is William Elder, oil expert of Calgary, who has had charge of the drilling of the wells.

Years of experience in the Pennsylvania oil fields have given Mr. Herron and Mr. Elder a rare knowledge of conditions and today their friends and financial associates are reaping the benefits of their labors. Since 1911 Mr. Herron has been busy in the oil fields adjacent to Calgary, devoting his undivided attention to the location of these rich properties which surround the Discovery well. To raise funds with which to develop these properties Mr. Herron disposed of a half interest in his holdings to Sutherland, Williams and Christie for PAGE SIXTY

\$150,000, retaining the undivided one-half interest in the company. Hugh Sutherland, business manager of the C.N.R., Mr. Christie, a Winnipeg millionaire and Mr. Williams, a Welsh millionaire, have demonstrated their faith in this oil district by investing this large amount.

SUBSTANTIAL MEN HEAD THE HERRON-ELDER CO.

When the skeptic considers the fact that men of such prominence and financial reputation invest their money in the oil properties. the feasibility of the undertaking and the certain results to be should be established without doubt. At the head of the Herron-Elder Gas and Oil Development Company, Limited, stands Robert L. Shaw, stockman and capitalist of Stettler, Alberta, while other officers of the company are men of such financial standing as William D. Outman, of Calgary, vicepresident; W. S. Herron, second vice president; Fred A. Schultz, secretary; William Elder, of Calgary, A. E. Myatt, E. A. Leeston-Smith, Philip Murphy, and N. J. Flesher, all of Calgary, directors. Offices are maintained at 711 Center Street, Calgary.

PROPERTIES LOCATED IN RICH OIL REGIONS

Areas now being developed by this concern have been investigated by experts of national and international repute and have been declared to be in the heart of the oil bearing district. A new geological map which has been compiled by G. C. Gwillam, geologist for the C.P.R. will show the possible oil producing area. This map has not been given to the

public, but when it is, it will be seen that the property the Herron-Elder company owns and on which they propose drilling the first well, is in the center of this selected area. W. S. Herron, whose ability as an oil expert has been proven through his location of the Discovery well, in a statement recently issued asserts that the properties of this company lie half way between the two gas expressions which mark the bed of petroleum, the escaping gas, together with the rock formation pointing plainly to the spot where the flow of oil will be found. Through the efforts of Mr. Herron, Mr. Elder and their associates, the Black Diamond Oil Fields have at last been opened, Calgary has been given an asset backed by possible millions of dollars in dividends and the Dominion has added a resource which in but a short time will cause the coffers of the empire to bulge with Calgary-produced cash.

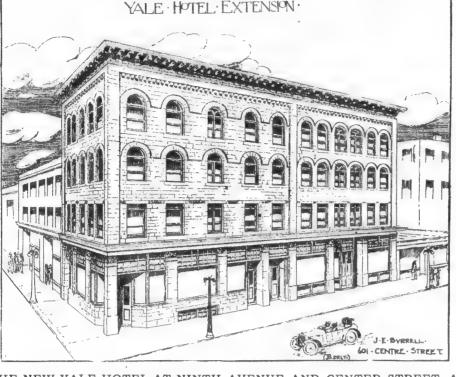
EFFORTS TO DISCREDIT OIL WORKERS FAIL

Efforts to discredit the feasibility of striking oil in the Calgary district have failed to effect the development of the industry because of the utmost confidence of the people in Mr. Herron, Mr. Elder and men of their ability who have made possible the opening of this vast field of finance.

Interest in development of these great oil regions have not hindered Mr. Herron and Mr. Elder in their work for the civic betterment of Calgary. Mr. Herron has long been a substantial citizen of this commercial center and has daily added his influence and aid looking toward the accomplishment of the metropolitan plain for the city in which he has placed his faith.

YALE HOTEL

Calgary's Most Modern and Popular American Plan Caravansary, Centrally Located, Which Has Become the Home of Hundreds of Commercial Travelers and the Headquarters of Scores of Canadian Business Men.



THE NEW YALE HOTEL AT NINTH AVENUE AND CENTER STREET, AS IT WILL APPEAR WHEN EXTENSION WORK IS COMPLETED.

DEQUATE hotel accommodations are the greatest boon to a growing city of the commercial and industrial importance of Calgary, where a large transient public is constantly coming and going and where it is necessary to create lasting impressions upon the stranger to assure his becoming a resident or leaving the city with the best of feeling should his home be located elsewhere. A city is often judged by the accommodations provided by its hotels, the hostelries being a dependable index to the civic life of the municipality. First impressions are lasting impressions and the influence of the hotel upon the homeseeker-guest may either win his citizenship or lose his investment to the city.

Success in the hotel business is fraught with many commercial dangers for there is no business in which the public is so fickle or ready to take issue upon. The guide of the destinies of the successful hotel must not alone be a miniature diplomat but possess that geniality of spirit which attracts people to him and to his house. Although hotels grow old in years their spirit remains young when the man at the head is capable of holding his wide circle of friends and

retaining their support and patronage through careful attention to their every desire.

Personal popularity, it has been wisely said, is the best asset of the hotelkeeper and this maxim is perhaps no better demonstrated than in the case of Thomas Lawson, genial manager of the Yale Hotel, and Charles Traunweiser, proprietor of this popular hostelry. Eight years ago Mr. Traunweiser took over the lease of the Yale Hotel, the most centrally located caravansary in the city of Calgary and the success of his business judgment and results of careful attention to every detail of the hotel business is written in the fact that every room in the hotel is occupied nightly.

Because of the convenient location of the hotel with reference to the Canadian Pacific railway station it has naturally become popular with travelling men. Advantage, however, has not been taken of this fact by Manager Lawson in allowing the service to fall below the highest mark Every room is luxuriously furnished, spotless linen greets the guest's eye and the immaculate condition of the hotel is one of its most attractive features.

To scores of discriminating business men of Calgary when one says, "breakfast," "luncheon"

or "dinner," it means a trip to the Yale Hotel dining room. Because of the extreme care taken by Mr. Lawson in the selection of his dining room staff and kitchen experts, this cozy dining room has become the meeting place of exacting diners. Courteous, efficient waitresses, clad in shimmering white linen attend the wants of the hundreds whose praise has been won by the cuisine at the Yale dining room. Mr. Lawson gives the kitchen and dining room his personal supervision and is constantly in close touch with every condition. His ten years' experience in the hotel business has given him an unusual insight into the profession. Three years ago his ability as a hotel manager was recognized by Mr. Traun-weiser, after Mr. Lawson had served five years at the Alberta Hotel, and he was then engaged to take charge of the Yale. Popularity of that hostelry is largely due to his untiring efforts.

Thirty-six employees are on the payroll of the Yale Hotel and each embodies the acme of courtesy and efficiency in his or her line.

One hundred feet frontage on Ninth Avenue, directly in front of the C.P.R. depot is occupied by the Yale Hotel, the old Commercial hotel at Ninth Avenue and Centre Street having been taken in as an annex several years ago, giving the hotel a total of 54 rooms, the main portion of the hotel being four storeys.

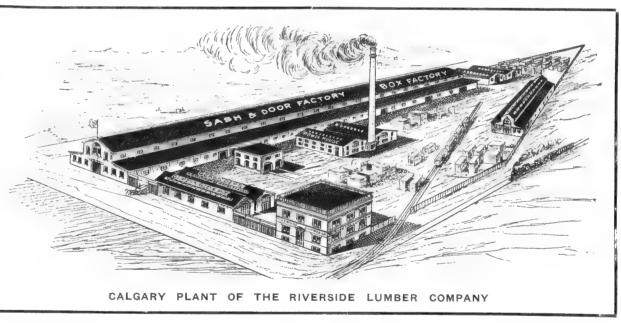
The Yale Hotel is an example of thoroughness and thrift in business affairs and strict adherence to those rules of cleanliness and comfort which are necessary to the success of the modern hostelry. Nothing is overlooked that will serve to impress the guest with the hospitality of Calgary and that will tend to bring that sense of home comfort so necessary to the rest of the tired traveler. Through this diplomatic hospitality of Mr. Traunweiser, Mr. Lawson and a corps of capable assistants, the Yale Hotel management has served to draw visitors back to the city for investment purposes.

In connection with the hotel, a modern barroom is operated where only the best of wines, liquors and cigars are served to a growing patronage by courteous, expert attendants. Disorder is unknown in the Yale Hotel bar, the influence of Manager Lawson having made this a resort for gentlemen.

Institutions such as the Yale Hotel yield a sweeping influence in a city of the rating of Calgary by impressing upon the stranger within the city gates that he is among friends where he will be given the best of accommodations at the most reasonable prices. In this respect Mr. Traunweiser and Tom Lawson have been successful and have won enviable positions in the commercial life of the municipality.

THE RIVERSIDE LUMBER CO.,

Leading Lumber Firm, Employing
Hundreds of Home Owners
of Calgary.



STABLISHED industries backed by men imbued with that business foresight which serves to place the man above the machine and to aid, rather than to deter, the progress of the employee, are those of which cities and nations may well be proud. Rapid development of Western communities has in many cases tended to inculcate a desire to dominate, despite all conditions, in the hearts of over-ambitious employers. This desire has too often been the undoing, not only of the poorly paid employee, but of the lord and master as well, and has ended in the destruction of faith in his venture and the final ruin of his business.

Concrete commercialism devoid of the wolfish desire to snatch morsals from the hands of those that have made the business more than successful, is that which assists cities and communities to reach the goal of progress.

In the Riverside Lumber Company, one of Calgary's most progressive corporations, the city has an institution which aids thousands of Alberta settlers by giving them employment, paying them well and caring for their loved ones through times of strife. Fourteen years ago, H. N. Sereth, president of the corporation, entered the lumbering business and early recognized the need of humanitarism in the conduct of the business. Several years later he heard the call of the West, and after viewing the possibilities of the fertile district

in Western Canada, became identified with several mills in British Columbia. His success was more than his employers had anticipated and Mr. Sereth then decided to enter business for himself. Alex. Sereth, who came to Calgary about 8½ years ago, saw the possibilities of the West and induced his brother, H. N. Sereth, to go into business with him, and the Riverside Lumber Company was formed with H. N. Sereth as president and A. Sereth as general manager, with headquarters at Calgary.

So great has been the growth of the concern that branches have been established at Medicine Hat, Bassano, Strathmore and Lethbridge, to supply the ever-increasing demands for building material and contractors' supplies. Sawmills which supply the large yards of the company are located at New Michel and McGillvray, British Columbia, the president spending the greater part of his time superintending at the mills. Rough lumber is shipped from the mills to all parts of the province and Saskatchewan. More than 600 men are employed in the woods and mills controlled by the Riverside Company.

Three yards are maintained in Calgary, the home office and yards being on Riverside North, near the Langevin bridge. The factory and yard work at the home office takes the time of about 200 men, all of whom reside in Calgary. One of our yards, called the West End Yard, is located at Ninth Avenue and

Fifteenth Street West, and another at the Ogden Shops of the Canadian Pacific Railway.

More than 7,000,000 feet of lumber, 10,000 doors and 40,000 windows are constantly carried in stock at the home yards and factory of this progressive concern. Three cars of mouldings and expensive strips of maple, birch and oak from Eastern Ontario are at all times found in the warehouse ready for shipment at a moment's notice.

Timber from the Crow's Nest region supplies the patrons of the company with the best in lumber, and the value of this commodity at all times carried in stock by the company is more than \$300,000. The company is capitalized at \$500,000.

Substantial business men of sound judgment have become identified with the Sereth brothers in the corporation, these men including E. P. Stavert, secretary and treasurer of the concern; J. H. Garden, a prominent Calgary resident, and E. H. Nichols, both of the latter being directors.

Lots have already been purchased by the heads of the company, who contemplate the erection of another large factory in the near future. Growth of the Riverside Lumber Company is indicative of the growth of Calgary and the building industry in the province, and with such men at the leadership of its industrial institutions, Calgary must needs flee from progress to escape prosperity.

Eau Claire and Bow River Lumber

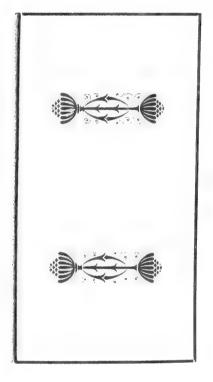
Company

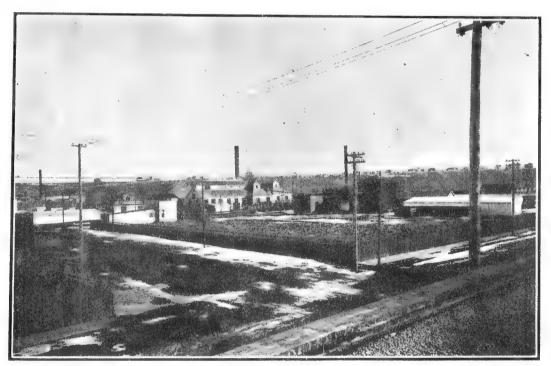
Substantial Pioneer Calgary Concern which has given employment to thousands and has been instrumental in

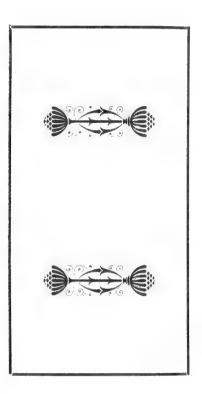
aiding the development of the City and Western Canadian Provinces

ROWTH of a modern metropolis of the importance of Calgary is governed by the facilities with which to carry on the work, and the completeness with which its business institutions have prepared to meet the demands of the building trade. To enter a fully equipped and well constructed city and select a business builders and homeseekers throughout the district tributary to Calgary and contiguous to the Bow and Elbow Rivers which have carried the thousands of thousands of feet of logs to the saws at Calgary.

When Peter A. Prince and his son John E. Prince, who is now superintendent of the big of Chippewa Falls, Wis., who is vice-president. H. A. Cameron, secretary of the concern is a prominent Eau Claire man. Like the mill, these men have attained prominence and have reached financial independence. Mr. Kerr, a pioneer of Calgary, is one of the substantial business men of the community.







PLANT OF THE EAU CLAIRE AND BOW RIVER LUMBER COMPANY

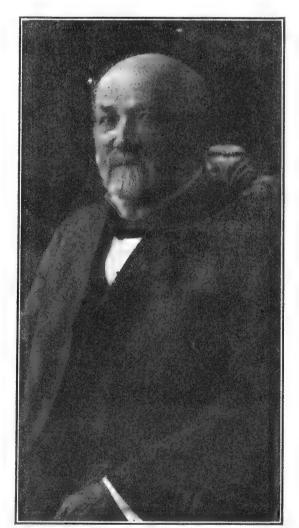
That will prove remunerative is comparatively an easy matter when the assembling of the machinery and equipment to produce the buildings in that city is considered. Keen business judgment and foresight is demanded to invest one's dollars and ambitions, hours and efforts in the development of a business which, looking ahead, is based on the consistent, commercial growth of the tributary dis-

To the uninformed it appears to be speculation as to the future but to the business man who has the faculty of analysis and can see in the distance the things that many overlook, it is nothing more than business principles based upon an accurate practical knowledge of conditions, both present and future.

Calgary's construction and improvement has been due to the untiring efforts of these men who planned for the future. In carrying out the work of building the commercial center of Alberta there have been gathered together substantial business men whose judgment told them the things now accomplished could be done if each faithfully performed his part. These men have worked in unison. interest were kindred in the days when cooperation was mandatory to secure success and today their institutions are the largest in the city and the province, and the men and minds which brought about this prosperity era are our leading commercial lights and financiers.

Calgary as a strategic center was recognized in pioneer days by Peter A Prince, lumberman, who 27 years ago established the Eau Claire and Bow River Lumber Company, on its present site. The Eau Claire mill is today recognized as one of the leading sawmills of Western Canada. Although now in his 78th year, Mr. Prince, honored by all associates and acquaintances as the lumber prince and sawmill pioneer of the province, takes an active part in the management of the big concern of which he was the founder.

Products of the Eau Claire mill have been shipped to all parts of Canada and the presence of a sawmill of the proportions of this huge establishment has lended an impetus to mill and general superintendent of the extensive logging operations, came to Calgary from Eau Claire, Wis., they immediately recognized the future before the province and Western Canada and gathered about them a



PETER A. PRINCE

group of influential men who aided in financing the sawmill concern. Prominent among these men were I. K. Kerr, Sr., who is now president of the company, and A. B. McDonald, a banker

One hundred men are given employment when the mill is in full operation and the saws have a capacity of 50,000 feet of lumber per day. During the last several months this output has been curtailed, the demand for high class lumber being supplied from the spacious yards of the mill where the finest of mouldings, the best grade of lumber and the best of sawmill products are at the call of the con-

For more than 20 years the Eau Claire Lumber Company has been cutting timber from its lands on the Spray River. Millions of feet have been cut on the Ghost River where the company owns hundreds of acres. The canyons of the Kananaskis river have also supplied the mill with a bountiful supply of pine, fir and cedar logs which have been converted into the leading grades of lumber and sold to Calgary home builders. Many of these timber limits were secured from the government in 1884, two years before the mill was established. Demands for high grade lumber became so heavy that the big mill was enlarged to its present size in 1906, making it one of the most modern in Western Canada.

Implicit confidence in Mr. Prince and his associates in the growth of Calgary and the West when they shipped the heavy mill machinery now in use from the eastern part of the United States, insisting that the best was none too good for Calgary. The lumber market and their extensive sales have proven that their judgment and remarkable foresight was correct.

It is men of the business ability of the heads of the Eau Claire and Bow River Sawmill Company who have developed Calgary and the West. Conscientious dealings with all patrons, honesty of purpose and commercial uprightness have ever been uppermost in their minds. Ever ready to indorse and aid any movement looking to the betterment of Calgary, these captains of commerce have attained enviable positions, not alone for the institutions of which they are the capable heads, but for themselves and Calgary is justly boastful of their citizenship.

P. BURNS & COMPANY, Limited

Alberta's Premier Pork Packing and Provision Establishment of which Patrick Burns, well known cattle king, is the head.

HE commercial and financial history of any city would be incomplete and unsatisfactory without personal and extended mention of those men whose lives are so closely interwoven with its development and progress. The growth of a city, its development and its improvement, depends largely upon its business men—the men of public spirit and of enterprise who regard municipal interests and affairs in the same practical manner in which they view their individual interests, and who are willing not only to give their time and best efforts toward building up their city, but who show even more tangible proof of their belief in the possibilities of their city and province by the investment of their money in the places in which they are building up their businesses.

Such a man is Patrick Burns, head of the big packing house establishment of Calgary, whose name is known from coast to coast, and whose remarkable rise in the business world of the Canadian West is one of the big romances in a country that is all romance. Born in Oshawa,

tering determination with him, while at the present time he is the head of the corporation which owns 12 large ranches, has retail meat markets in 27 towns and cities, and has two of the finest packing plants on the American continent operating in the province of Alberta, and employing thousands of men daily.

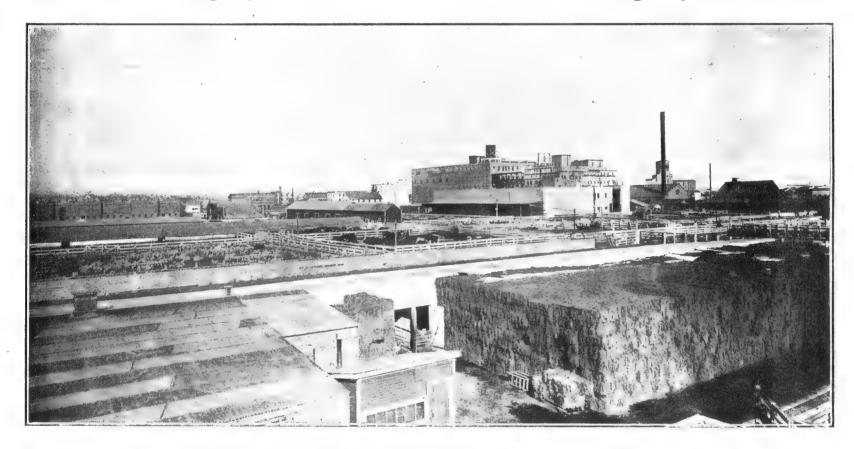
And the remarkable growth and development of this business which has proved, and is still proving, to be one of the biggest factors in the upbuilding and commercial development of Calgary and of Alberta, is due solely to "Pat"

KNOWN ON ALL THE CONTINENT

Quiet, retiring to a degree, but a man of strong force character, determination and sound judgment, the unassuming cattle buyer of the degree year by year as he invested more and more capital in his enterprises, until at the present time it is calculated that his investments in the province run well over the \$1,000,000 mark.

The big packing plant at Calgary is one of the finest institutions of its kind on the American continent. Early in the present year it was partially destroyed by fire. The loss was heavy, and Mr. Burns himself was away on a trip to the East, but within a few hours after the fire, while the firemen were still pouring water on the smouldering ruins, he had made arrangements by telegraph for the immediate rebuilding of the plant on a larger scale than ever. That is but one instance illustrating the wonderful energy and enterprise of Mr. Burns and the magnificent manner in which he shows his faith in Calgary and Alberta. If another is needed it can be found in the magnificent business block at the corner of Eighth Avenue and Second Street East which was erected by Mr. Burns at a cost of hundreds of thousands of dollars, or in the big packing

Calgary Plant of P. Burns & Company



The new packing plant erected after the disastrous fire of 1912 is shown in the distance

The Home of the "Shamrock" Brand Products

Ont., in 1856, Patrick Burns, or as he is better known all over the Dominion, "Pat" Burns, was educated at Kirkfield, Ont. Raised in a cattle county, it was but natural that young Burns, when he commenced his business career, should take up the vocation of cattle buying, and the year 1879 saw him in Winnipeg, at the age of 23, one of the youngest cattle buyers in the business. From 1879 until 1890 he followed this occupation in the Manitoba capital, and then with little but the experience he had gained as a buyer behind him, the man who was destined in less than 20 years to be one of the best known beef barons on the American continent, came to Alberta and established the packing house establishment which now bears his name.

BURNS HEADS BIG CORPORATION

There are those who say "Pat" Burns came to Calgary driving one lone steer, and with that lone steer he laid the foundation of his present business. Be that as it may it is certain that when Mr. Burns came to Calgary he had little but his experience, his energy, enterprise and unfal-

early nineties is now one of the biggest and best known cattlemen on the American continent. Not a denizen of the range land but knows the name of "Pat" Burns. Not an oldtimer or newcomer in the West who has not heard of the man whose rapid rise to the proud position he now occupies is still talked about in a country where men grow wealthy over night.

Being a man of large interests, and much admired by men of affairs, it is but natural that Mr. Burns has several times been asked to accept the nomination of his fellow citizens for some public office. So far, however, he has declined, and although frequently offered the nomination to the Dominion and Provincial Parliaments, he has yet to make his initial bow as a candidate for any office whatever.

INVESTMENTS REACH THE MILLION MARK

Mr. Burns is a firm believer in the possibilities of Calgary and of Alberta. He showed this when, in 1890, he first located in this city and province. He showed it to a still more marked

plant at Edmonton, or the stores which are to be found in almost every town and city in Western.

P. BURNS A CIVIC BOOSTER

And while building up his business Mr. Burns has found time to take a keen interest in other matters. He is a director of the Monarch Assurance Co.; vice-president of the British Columbias Board of the Canadian Pacific Exploration Co., and provincial vice-president of the Manufacturer's Association. Mr. Burns also takes a keen interest in church matters, and is one of the high officials of the Knights of Columbus. He is a genial, whole-souled gentleman, with a firm and abiding faith in the prosperous future of this city and province, and when the future historians of Alberta are making up their roll of honor of those to whom the growth and development of this section of the Dominion is largely due, the name of Patrick Burns, the record of the development of his business in this city and province, will be found to occupy one of the most important chapters in that work.

The Continental Oil Co., Limited

Independent Concern Supplying Calgary With the Best of Petroleum Products, Moderately Priced, and Handled by Experts Whose Courtesy and Promptness in Delivering Have Won Hosts of Friends.

ORPORATIONS and men there are, which have an inborn aptitude for doing big things quickly and in a few years establish a record that it takes others a life time to accomplish. Organizations with the nineteenth century zest and energy which are eternally striving to forge to the front are the organizations which the city in which they are located clings to and depends upon for future prosperity. Calgary has been fortunate in being the chosen location of such industries as the Continental Oil Company, one of the younger concerns of Canada but at the same time one of the most important. Ability not guaged by gray hairs or by youth but by the results secured and the marks attained, has been the standard on which the Continental Oil Company has selected its employees in Canada. Iniection of young blood, combined with the conservatism acquired through years of business activity, has wrought wonders in the oil products business as in other lines and the result has been inevitable prosperity.

When J. S. Wilbert of Winnipeg organized the Continental Oil Company about four years ago he little surmised that his venture would assume the present magnitude in so short a time. Backed by American dollars this expert oil man, educated in the school of hard knocks in the oil business in the United States, gathered about him a group of capable men who have been instrumental in placing the name of the Continental Company among the leaders in the business in Canada. Mr. Wilbert is now president and manager of the company, with offices at Winnipeg and controls nearly a hundred branches throughout Canada of which the Calgary institution is one of the most important. Following out his policy of catering to the present day demands of the Canadian people for not only the best in products but the handling of these products by the most capable and courteous dealers, Mr. Wilbert has placed A. N. Bailey, a young oil expert, at the head of the Calgary institution and at the present time has eight men employed at the store house at Seventeenth Avenue and Sixteen-and-a-half Street East. Only a few months ago Mr. Bailey was one of the leading salesmen of the Winnipeg Oil



CALGARY PLANT OF THE CONTINENTAL OIL COMPANY, LIMITED,

Company. His activities and success on the road were immediately recognized by the rival concern and he was employed to take charge of the Calgary branch of the Continental Oil Company. During the short time he has been at the head of the institution he has shown a remarkable increase in the business and has so systematized the affairs of the company here that his promotion to still more important positions is but a question of months.

Confiedence of the Continental Oil Company in Calgary has been demonstrated by the erection of the storehouse and warehouse in the Eastern portion of the city. One half of the block is owned by this progressive concern and the building, 140x75 feet with a floor space of about 20,000 square feet is one of the most complete and modern oil houses in the city

Calgary has been made the distributing point for this portion of the province five branches being supplied from this city. These branches at Bassano, Brooks, High River. Coronation and Camrose are doing a constantly increasing business, and are supervised by the heads of the company at Calgary directed from Winnipeg.

Oil cars are being daily received at the Cal-

gary branch direct from the refinery at Oil City, Pennsylvania. The oil is barrelled here and shipped to consumers in all parts of the district, the product supplied being of the highest grade.

Perhaps the greatest success of the company has been brought about through supplying the high grades of automobile oils, cylinder oils, and greases. Thousands of automobile owners and machine operators thorughout the Dominion are today using the Continental products exclusively because of their superiority.

Two tank wagons are kept busy supplying the wants of Calgary patrons at all times of the day, the tank business of the Continental Oil Company being the largest in the city. More than 1,000 gallons of gasoline and kerosine is being dealt out daily by each driver.

Sweeping compounds which de'ight the house-wife and the janitor are prepared by the Continental Oil Company and tons of these mixtures are distributed in Calgary and tributary territory.

Because of the fact that the Continental Oil Company is free from trust contamination and jurisdiction, this independent concern is able to supply Calgary and other Canadian consumers with the best of products at minimum prices.

WESTERN MACHINERY AND BOILER MANUFACTURING COMPANY

Only Boiler Shop, Handling Heavy Plate, of its Kind in the Canadian West, Which is Giving Calgary an Industry With Which Few on Canadian Soil Can Compete.

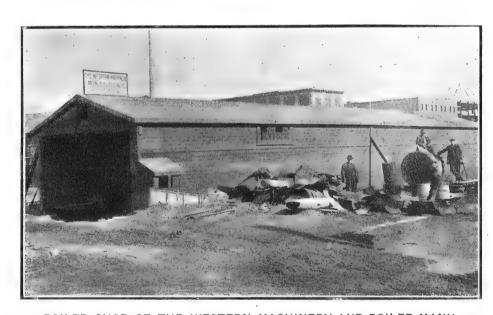
HEN a traveler boards a train he expects safety. When a mill hand goes to his labor he goes with a feeling of security and a knowledge that his life is not endangered even though he may be floors above the boilers and the engine room. When the harvest hand employed to aid the threshing machine operator pulls on his clothing in the morning he enters into his work with a nonchalant feeling of security. These men go to their daily toil imbued with the thought that the men in charge of the machinery are capable of looking after every detail and repairing every defect.

Accidents of late years have proven that the trouble and the fatalities have been due to the employment of engineers and mechanics who have been inexperienced in the handling of the apparatus with which they have been entrusted.

When F. A. Shearer, proprietor and manager of the Western Machinery and Boiler Manufacturing Company cast his lot with Calgary and established this institution less than two years ago, he brought to this city the only boiler repairing and manufacturing establishment in Western Canada capable of handling the heavy work.

When the layman considers the fact that the explosion of a boiler, whether it be in a mill, a locomotive pulling a train laden with passengers, a factory or in a steam heated hotel or apartment house, means the loss of from one to a thousand lives the necessity of the employment of such men as Mr. Shearer and his associates in the business is emphasized. Mr. Shearer as a boiler maker has made a record in the Canadian West, the plant at Calgary covering territory within a radius of 500 miles of the city. Men required to repair the boilers in this district are supplied with promptness from the staff employed by Mr. Shearer, the work being supervised in every instance by the head of their firm.

When the shop was opened two years ago last January, Mr. Shearer and one assistant were the entire working force. Because of their efficiency in repairing these threshing machine, locomotive and heating boilers, the work began to pile up



BOILER SHOP OF THE WESTERN MACHINERY AND BOILER MANU-FACTURING COMPANY OF CALGARY.

so fast that enlargement of the force became necessary and today Mr. Shearer has 16 expert men, capable of handling heavy boiler work, on his payroll.

The shop at 130 Twelfth Avenue West, although crude in construction, is one of the largest in the West and houses the work of some of the largest corporations in Calgary and the Dominion. The work of this company is not confined alone to Calgary, the work being sent to them from all parts of the West despite the fact that the shop has been established only two years. Boilers with the crown sheets dropped have been taken to the Shearer shops and repaired as good as new, saving the owner the cost of a new boiler and adding to the standing of the Shearer Company in the community.

Sheet iron smokestacks, such as that of the power plant at Medicine Hat which was over-thrown by wind, and raised at little cost by men directed by Mr. Shearer, the smokestack at High River and scores of others throughout the province have been erected by these capable men.

Mines in the Crow's Nest Pass District bear witness to the workmanship of Mr. Shearer and his force, the boilers and smokestacks having been erected by the Western Machinery and Boiler Manufacturing Company.

Mr. Shearer has been a boiler maker for 22 years, receiving his preliminary training at Aurora, Ill., where he worked for 50 cents a day. After attaining his tradesman's pinnacle and working out his apprenticeship he has become the leading boiler maker in the Canadian West. Mr. Shearer personally, overhauled nine boilers at Bankhead, the boilers at the Jasper Park Collieries, 410 miles from Calgary, does all the C. P.R. hotel boiler installation in this district and is a boiler inspector licensed by the government.

Many of Calgary's enterprising people do not know of the benefit this progressive concern is to the growing metropolis. The services of Mr. Shearer and his associates have been sought by distant towns in the West, but he has pinned his faith to Calgary, and Calgary citizens have not been slow in recognizing his ability.

PAGE SIXTY-FOUR

TREGILLUS CLAY PRODUCTS CO. .

Industry Which Bids Fair to Become Calgary's Premier Manufactory Built Up Through Energy, Enterprise and Discernment of Man Whose Name it Bears.

William John Tregillus, Farmer, Businessman, Manufacturer, and Politician is Adding to Calgary's Fame as a Manufacturing Centre.

S

OME men make their name honored in the community to which they belong through brawn. Others through brain, but William John Tregillus, rancher of note all through Alberta,

and now equally well known as a manufacturer and leader in every progressive movement which has for its object the betterment of the conditions for the people of Alberta in general and of Calgary in particular, has made his name honored in this city and province through a combination of both, with the result that today one of the biggest and most rapidly growing manufacturing industries in Alberta stands as a monument

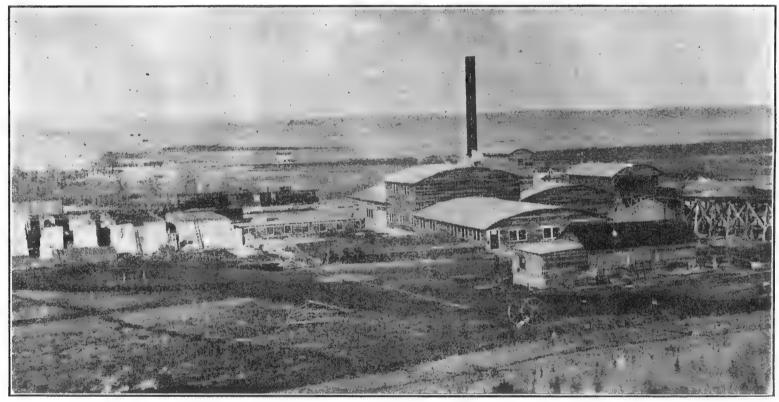
to his energy and foresight.

Although only in its infancy the Tregillus Clay Products Company is already world famous. Samples of its products have been sent broadcast all over the globe. Less than a month ago famous geologists, representing various European governments, and numbering among the party men of almost every. nationality in the world, paid a special visit to the plant of the company, and at the conclusion of that visit were unanimous in stating that its very doors Calgary had, in the Tregillus Clay Products Company, a manufactory that would make the name of this city famous wherever building operations were carried on. The famous geologists were not alone in their prediction. Their visit to Calgary was closely followed by a visit from Mr. A. J. Bone, manager of the Doulton Architectural Terra Cotta Company, of London, England, and one of the best known experts among the clayworkers of Great Britain. Mr. Bone had heard of the Tregillus Clay Products Company. He had heard of the farmer who turned manufacturer with such phenomenal success, and he came to see for himself just what sort of a

are among the best known products of their upbuilding and developing of Calgary, and of Alberta, in the past few years.

Born at Plymouth, England, on May 2, 1859, Mr. Tregillus was educated in the grammar schools of Plympton and Plymouth, kind on the market. The brick, tile and other articles manufactured by the Tregillus Clay Products Company are being used daily in almost every building of importance in course of erection in the city, and yet, in addition to finding time to attend to the hundred and one details of this big enterprise, Mr. Tregillus finds time to give his services to the people of Calgary as an alderman, and, on occasions when the chief magistrate of the city is away from Calgary, as acting mayor. In addition he takes an active interest in the Tregillus-Thompson Publishing Company, which company is preparing and publishing a directory of this city and province, compiled, printed and published in Calgary; finds time to take a keen interest in matters agricultural and horticultural; to look after his well stocked farm and thoroughbred stock; to take a live part in the affairs of the United Farmers of Alberta, in which organization he holds high office; to watch closely the educational problems of Calgary and to take an active and agressive part in all matters pertaining to Direct Legislation and other forms of up-to-date government. Briefly, he is a public spirited citizen in every sense of the word. No question which involves the welfare of the people of Calgary, or the people of Alberta, is too big or too small for him to tackle. He is aggressive and progressive, and among his business associates and the men of affairs in public life in this ctv and province, he is recognized, and looked up to, as a representative type of the energetic natures, keen discernment, and strong men-

for pure bred stock. For several years his dairy herd of pure bred Holsteins has been the centre of supply for discriminating farmers all over the province, while his ability as a farmer and dairyman, and his knowledge of the business and all those attributes that go to make up a successful farmer, led to his being asked by the Agricultural Department of the Province of Alberta to act as lecturer for that department on many occasions. Farmers all over the province rapidly recognized in Mr. Tregillus a man who not only possessed the knowledge of the conditions under which they were laboring, but the courage and the ability to bring those conditions before the public and those in authority, and, if necessary, to fight a finish fight for the farmers and the people generally, either through the press or on the public platform. In all progressive movements they found in him a natural born leader, with strong convictions and the courage of those convictions. When the organization known as the United Farmers of Alberta was organized, Mr. Tregillus was one of the men whose energy and enterprise made that organization possible. It was the same with all progressive movements. He was leader and president of the Direct Legislation League, and in that capacity did yoeman service. On his election to a seat in the Calgary city council as alderman from the fourth ward, his confreres of the council board, knowing his record for business acumen, and his progressive policies, elected him to positions on four of the most important committees of the council in a year when big work was to be done in developing and building Calgary, and big men were not only welcome, but were absolutely necessary. He is chairman of the assessment committee, and in addition occupies a seat on the finance comways and new industries committee. If still



PLANT OF THE TREGILLUS CLAY PRODUCTS COMPANY

plant the company had, and just what sort of a man was at its head, and he was impressed with both.

"I was astonished and impressed with the works of the Tregillus Clay Products Company," admitted this expert frankly. "I have seen most of the plants in Canada, at any rate all the larger ones, and in the United States as well, and I am frank to say that I do not think any better brick are made anywhere either in the States or Canada."

And this same expert paid a warm tribute to Mr. Tregillus and the work the latter is doing towards upbuilding Calgary and Alberta.

"The development of your clays, along the lines being followed by the Tregillus Clay Products Company, is one of the things that your country most needs," he said. "When the industry is sufficiently developed your people will build brick instead of wooden homes, and the industry will add greatly to the wealth of your province and the beauty of your city."

And the man behind the big enterprise, the man who as a farmer and public spirited citizen of Calgary and of Alberta has already done so much for this city and province, is W. J. Tregillus. Where a few months ago was nothing but prairie, his energy, keen discernment, and strong mentality has built up a plant that promises to become the premier industry of this city. Already its products

tality, that have done so much toward the and later in the higher schools of Taunton. His father, John Tregillus, was a type of man that has done much to build up Great Britain from a commercial viewpoint, and when, his education completed, the younger Tregillus took his place beside his father and learned the flour milling business from the ground up, he was laying the foundations for the business training that was later to make him a factor in the development and upbuilding of Western Canada. For several years Mr. Tregillus followed the business of both farmer and flour miller in Devonshire, and then, finding the area of possibilities too restricted, having attained the highest pinnacle possible in the business life of that centre, he went to Southampton, and for twelve years was a successful flour factor at that place.

His business career in England was a success from the start, but feeling that the opportunities in the Old Country were not big enough, and having in view the future of his family, Mr. Tregillus decided to come to Canada. Fortunately for Calgary and Alberta he chose this city and this province as the place for his future operations, and in August, 1902, he came to Calgary and settled on a ranch three miles from the post office. From the start Mr. Tregillus saw the advantages of mixed farming in Alberta. Starting in with horse breeding, he gradually turned his attention to cattle, all the time going in only

further proof of the high esteem in which he is held by the aldermen and civic authorities is required, it can be found in the fact that he is invariably asked to take the position of acting mayor of Calgary when business or other interests take Mayor Sinnott out of the city, and that while many important questions have come up for discussion on these occasions, a number of them requiring immediate and definite action, no criticism has yet been heard on the manner in which they have been settled by Mr. Tregillus in the interests of the city and the citizens generally.

But the activities of Mr. Tregillus do not end with only the above matters. He takes a keen interest in horticultural affairs and holds office in the Alberta Horticultural Society. He is also a frequent contributor to farm journals and agricultural papers in Canada and the United States. He is frequently called upon to act as judge at agricultural shows throughout the province, and he takes a keen interest in the political life of Alberta and the Dominion. Always he is to be found on the side of progress and development, and while it has doubtless been supplemented by quick recognition of the possibilities of the moment, his phenomenal success as a farmer, manufacturer, and public man, is due mainly to his own earnest and persistent efforts, his untiring energy, and the sound common sense principles which he applies to everything he undertakes.

mittee, the legislative committee, and the rail-

O. G. Devenish & Company, Limited

O. G. DEVENISH

W. A. MATSON

Progressive, Conservative Investment Brokers and Insurance Agents who have been Identified with the Prosperity of Calgary

ALGARY'S prosperity era which has brought millions of dollars to this commercial center of Alberta and resulted in establishing this city among the leading municipalities in Western Canada, has been fostered by men of solid business ability who have made their fortunes in Alberta and have invested their wealth in this growing community. To these men this metropolis owes its present high rating among cosmopolitan cities of the West. No history of Calgary is complete without prominent mention of Oscar G. Devenish, one of the men whose activities has assured the growth and prosperity of Calgary.

When Calgary was in its infancy, a hopeful cattle shipping center whose population was made up of pioneers, Mr. Devenish came to the city from Spokane, Wash. Confidence in the growth and prosperity of the community together with conservative business property investments have increased by Mr. Devenish. His efforts to aid the development of the city and his many other endeavors for Calgary have won his niche in the Calgary hall of fame as the man who has been instrumental in bringing industries to the city.

Mr. Devenish, although a man of middle age, is a power of strength in the community. He is at this time president of the Calgary Industrial and Development Bureau and has made several trips to Eastern States in behalf of Calgary to study industrial and commercial conditions for the betterment of the city. His efforts have been

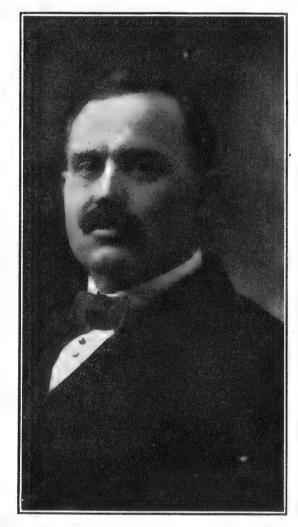
and loans, but a small percentage can lay claim to being business men. Specific service, either to one's self or to those who have established their faith in the man or corporation, is the test. When both conditions are represented and in a way such as to attract public attention and command public confidence, then the man or men stand out among the responsible individuals or institutions of the city. These institutions are the city's best asset.

The first question asked by the newcomer, the man with money to invest in Canadian properties, is usually "Which is the best firm through which to transact business? May I depend on them for a square deal?" The affirmative answer has always been given by Calgary people and patrons of O. G. Devenish & Company, Limited. Conservatism combined with honest dealing has been the success of the firm and has builded up a fortune for Mr. Devenish.

In their offices in the Burns building the Devenish Company maintains a large staff of assistants who give their undivided attention to the matters entrusted to them as employees of this large firm, and they perform the same service for clients that they would for themselves. Whether the commission be large or small it receives the same careful attention.

Connections with substantial firms in larger cities of Canada and the United States enable the Devenish Company to handle realty and







O. G. DEVENISH

amply repaid and the erection of many of the manufacturing plants of the city may well be said to be due to the activity and public spirit of Mr. Devenish.

When Calgary was a village Mr. Devenish invested his small capital in real estate. He later subdivided the tracts, sold them to home-builders and has since that time been in the real estate and financial loan business.

O. G. Devenish & Company, Limited, now maintain commodious offices in the new P. Burns building at Eighth Avenue and Second Street East. With Mr. Devenish, Mr. W. A. Matson and C. M. S. Kipling have been associated in the business, all men of business acumen and foresight whose financial faith has been pinned to the future of Calgary.

Being in business and being a business man are as different as two opposites. Of the number of men who enter the real estate business, insurance financial dealings in a thorough and satisfying manner. The company has but recently installed an insurance department and the firm now has the provincial management of the affairs of the Fire Insurance Company of the State of Pennsylvania, the Canadian Casualty and Boiler Insurance Company of Toronto and the General Accident Assurance Company of Canada in addition to the provincial agency for the Dominion Gresham Guarantee and Casualty Company of Montreal.

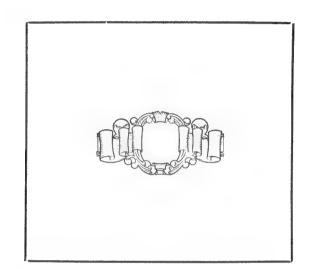
Mr. Devenish has ever been alert in the interests of Calgary and his many moves looking to the betterment of the community have placed him in an enviable position among the leaders of the city. The firm has been organized for 10 years and during this time has attained such prominence in the business of Calgary and the province as to make the name Devenish synonomous with the words honesty and progress.

Rocky Mountain Oil Fields, Limited

One of the Pioneer Oil Companies of the Calgary Oil Fields which plans to develop large tracts, headed by men of financial stability and business ability.



HE building of a great city is dependant upon a multitude of conditions and upon multiplicity of efforts on behalf of men and concerns whose interests are varied but whose ambitions for the reaching of the goal of metropolitanism for the chosen city are one. Activities of these civic builders looking toward the development of the resources tributary to the commercial center, in the successful municipality, are not hampered by adverse criticisms nor hindered by strife within the corporations working for the betterment of the growing community. Their motives are one and their combined efforts are in unison, the goal being the upbuilding of the metropolis.



when \$50,000 were paid for these lands, before the discovery of oil, the prices have soared and the valuation of the present holdings of the company have more than doubled. These holdings are practically surrounded by companies now drilling or preparing to start drilling for oil and they are geographically located so that in the event of oil being struck by any one company, the Rocky Mountain Oil Fields, Limited, will have lands in the immediate vicinity.

BENEFACTORS DEVELOP OIL REGIONS NEAR CALGARY

Calgary has been fortunate in being the home city of men endowed with a rare amount of commercial ability and the capability of handling financial affairs of magnitude with ease and dispatch. It is these men who have been responsible for the development of Calgary and it has been due to the efforts of these benefactors that latent resources necessary to the growth of Calgary are being developed at the present time. When oil was struck in the Dingman well, these workers immediately perceived the great wealth in the dooryard of the city and the worth of the oil fields to the immediate city and its business men. These men have not been idle and have prepared to carry plans for drilling other wells to comple-

Ability to grasp the opportunity at the time it is offered has marked the success of Calgary's benefactors and has been the factor which has resulted in placing the city on its present plane of prosperity.



S. E. BEVERIDGE

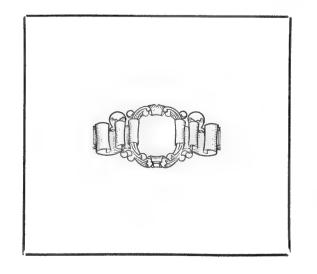
ROCKY MOUNTAIN OIL CON TROLS 2,000 ACRES

At the head of this progressive concern, founded by men of sound commercial common sense and business ability, is Stephen E. Beveridge, pioneer of Calgary, one of the owners of the Beveridge block at Seventh Avenue and First Street East, and a resident who has accomplished much for the upbuilding and development of Calgary. Mr. Beveridge came to Calgary in 1887. The city was little more than a trading post but through his constant efforts, aided by his two brothers, Thomas and Francis D., with other prominent men, Calgary has achieved the metropolitan stage.

Other directors of the Rocky Mountain Oil Fields, Limited, are A. F. Landels, rancher, of Calgary, G. T. C. Robinson, president of the Western Canada Stone Company, Ltd., of Calgary, Alderman T. A. P. Frost, of Calgary, and J. C. Milligan, civil engineer and director of the Yoho Valley Marble Company, Limited, of Calgary.

S. E. BEVERIDGE HEADS THIS BIG COMPANY

Prominent among these men are the directors and organizers of the Rocky Mountain Oil Fields, Limited, men who have been the force which has placed the name "Calgary" on the lips of residents of an admiring empire. When the Rocky Mountain Company was organized in October, 1913, the business ability of the heads of the concern was again displayed when nearly 2,000 acres of oil bearing lands surrounding the Discovery well was acquired for the benefit of stockholders. Since the time



DIRECTORS LISTED AMONG CALGARY'S LEADERS

When the skeptic considers the fact that every man on the directorate of this company is listed among the leading business men of Calgary and the province, the financial solidity of the concern and its rating in the community may be ascertained. Unjust criticism of designing men and institutions has had no effect in the operations of this company. Its heads have continued their ceaseless labors looking toward the development of these rich resources with the ultimate object of adding to the wealth and prosperity of Calgary and the Canadian west and Calgary residents have not been slow to recognize their efforts and reward them by co-operation.



METALS, LIMITED

Wholesale Dealers in Plumbing and Heating Supplies, Furnaces, Vacuum Specialties, Enameled Ware, Pipes and Pipe Casing, Headed by Men Who Have Attained Prominence as Builders of Calgary.



THEN Calgary, now the industrial center of the province, was in the formative stage taking its first steps toward the metropolitan goal, foundations were laid for the erection of financial and commercial structures which are today the pilars of the common-wealth. Block by block these structures were erected by men possessed with that tenacity and foresight that goes to make up the backbone of the solidly constructed city, fearless and energetic, unafraid to take hold with both hands and do everything within their power for the betterment and development of the city in which their hearts and souls were wrapped up. Opportunism has little to do with the success of these sturdy pioneers who labored long and tirelessly for the upbuilding of the city and the enlargement of its industrial scope. Despite the popular idea among many who are not in touch with the affairs of the Canadian West, the results that have been accomplished in Calgary during the last several years of commercial growth have been wrought by these men who early adopted business policies of uprightness and grasped the opportunities presented by the village of the plains.

METALS, LIMITED, ESTAB-LISHED BY PIONEERS IN 1904

It is due to the fact that these men builded well and have reaped the financial rewards of their carefully sown harvest that Calgary boasts of having within its limits the Metals Limited Company. Headed by pioneers who have turned back into Calgary a large portion of the earnings received from their investments and achievements, the Metals Limited, established in the city in 1904, has attained an enviable position on the roster of successful institutions of the Dominion.

When the business was established on a small scale the entire stock of the company occupied the building recently razed by the Gorman, Clancey and Grindley Company on Ninth Avenue West constructed of wood and corrugated iron. Today the establishment requires the entire space in the eight storey brick building, including the basement, at 328 Ninth Avenue West which is owned by the Metals Limited. This building, erected in 1910, marked the progress of the firm in six years and stands as a monument to the business endeavor and careful, conservative dealing of the heads of the institution.

When a dealer considers that men of the business acumen and financial standing of W. R. Hull, president of the company, Senator Jas. A. Lougheed, vice president, Alfred E. Cross, director, A. M. Berryman, managing director, and Daniel W. Gillies, secretary and

CALGARY HOME

OF
METALS, LIMITED

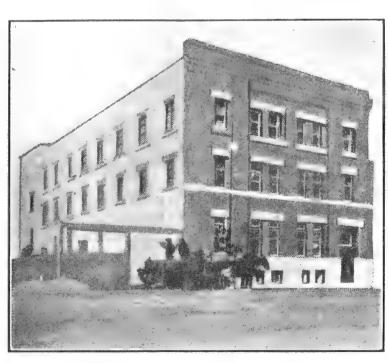
treasurer, stand back of this institution with all their energy and ability, it is needless to presume where his patronage will be placed.

The prestige of a commercial or business institution is largely gauged in the community by what it gives in return for the success it has enjoyed through public patronage. When heads of the Metals Limited realized that Calgary citizens who were building homes and business blocks needed the modern equipment these men set forth to supply that equipment. Because of their conscientious commercial dealings and endeavor to supply the home builder with the necessary apparatus and at the same time aid that homebuilder in the beautifying of his residence, the name of the Metals Limited has become a fireside nomen, not to be conjured with, but to be admired.

GROWING BUSINESS RE-QUIRES SERVICES OF 65

Sixty-five employees are necessary to conduct the business of the company at this time pany's name was that which was taken over and changed by the Metals Limited and because of the business acumen and energy possessed by the men placed at the head of the corporation the business has been increased taking the place of the half dozen who supplied the wants of patrons when the firm was established. Gurney Standard Metal Comto such an extent that branches have been established at Edmonton, with C. E. R. Addy in charge and at Lethbridge with James Glenister as its manager. A dozen men are employed in the warehouses at these sub-distributing points tributary to Calgary and sub-sidiary to the Calgary institution. Men of the capability and reputation such as has been established by leaders in their profession are employed to aid Manager A. M. Berryman in the business, Mr. A. Drinnan being purchasing agent, A. J. Assheton, the construction engineer and H. Insley, accountant. Eight travelling salesmen pour orders into the Calgary office at a rate which arouses the envy of competitors.

With the most complete stock of heating and plumbing fixtures from the porcelain bathtub and basin to the smallest fixture demanded for the beautifying of the home the Metals Limited leads. Of the citizenship of these men Calgary is boastful and because of the operations of the firm the city has been enabled to take another step forward toward that goal of metropolitanism.



LETHBRIDGE PLANT OF METALS, L



EDMONTON PLANT OF METALS, LTD.

The Elbow View Hotel

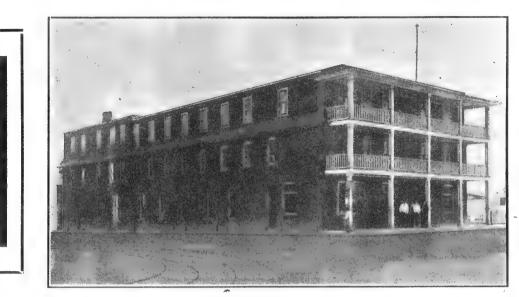
Scenic Structure Nestling on the Bow of the Elbow River at the Edge of the Elite Residence District of the City, Fitted With Every Modern Convenience and Headed by Mr. Roy J. Gossett, One of Calgary's Builders.

IRST impressions of a city, whether it be in the wholesale district, the center of the retail commercial mart or in the residential subdivisions, are in a great measure the lasting impressions carried away by the homeseeker and the effect either

away by the homeseeker and the effect either attracts or detracts the financier and business man of other districts, aiding or hindering the growth of the commercial center of Alberta. Perhaps the one point of ever-growing interest which plays an important part in the upbuilding of the city is that which includes the influence of the leading hotels of the city. A careful study of the class of hostelries of a community in many cases is an index to the substance and solidity of the business estblishments of the metropolis. That city blessed with hotels of splendor and all modern conveniences is the city which graces the map of the province today as centers of industrial and business welfare.

That the West is the place for young men endowed with that spirit of commercial push and energy which has resulted in the upbuilding of the largest concerns of the West, willing to roll up their sleeves and take their part in the forward march of the commonwealth has been conclusively demonstrated by the work of Roy J. Gossett, proprietor of the Elbow View Hotel at Twenty-Sixth Avenue and Fourth Street West.

Three years ago Mr. Gossett grasped the opportunities which lay in his path and leased the three-storey brick structure erected at the north end of the Old Mission bridge, one of the landmarks of Calgary, spanning the Elbow River where the old government road leading to the south, had for years been the crossing places for whites and redskins alike numbered with the hordes who traversed the plains before the development of Calgary. Especially constructed for the purpose of Mr. Gossett, this hotel immediately became the stopping place for scores of travelers bound toward Calgary by train, automobile and carriage. Located as it is at the Mission bridge, near where the C.N.R. will cross the river and just a short distance from the yards of



THE ELBOW VIEW HOTEL.

that railway company, the future of the Elbow View Hotel may be surmised. Today, the Elbow View, with its immaculate guest rooms, its unexcelled cuisine and the service the finest obtainable, is the favorite stopping place for automobile parties and travelers bound for the district south of Calgary. Among the guests listed among the patrons of the hotel nightly are numbered many who prefer to share the atmosphere of good fellowship and comfort at the Elbow View than motor into the heart of the city.

Though established only three years, Mr. Gossett has built up a patronage for the hotel that necessitates enlargement of the establishment. With his 52 rooms, a spacious but cosy buffet in connection, a barber shop and pool room, the Elbow View demands more than passing mention because of its attainment of the position among the list of Calgary hotels which many institutions of the kind have striven years to reach. The dainty dining room is capable of seating 50

people, the service being satisfying and the surrounding pacifying. Twelve employees are kept on the pay roll of Mr. Gossett, all of them being experts in their line.

Only a short time ago the entire interior of the upper floors of the hotel was redecorated and remodelled, the walls painted with silkstone which can be washed the same as tile, new mattresses and rugs installed and the guest rooms fitted to satisfy the most discriminating. Steam heat is supplied every room aside from the return bell system and bell boy service. When George Poffenroth erected the structure now occupied by the Elbow View Hotel he builded more wisely that he knew for under the management of Roy J. Gossett this hostelry has not only exceeded the expectations of the owner of the building but has gained a favorable place among the better class of people of the city and surrounding district. With more men of the type of Mr. Gossett operating its leading establishments, Calgary's future would not be a problem.

Georgeson & Company

Wholesale Grocery Dealers, Coffee Roasters and Spice Millers Who Have Filled an Important Position in Satisfying the Needs of Calgary People and in Aiding in the Upbuilding of this Commercial Center of the Province.

ECAUSE of the strategic location of Calgary in the center of the southern portion of the province, with a fertile tributary territory, the city is fast becoming a distributing center, and, thanks to the assistance of business ability and mental and commercial stability the metropolis of Calgary is fast taking the place of Calgary as a village. It is not many years ago that Calgary settlers were forced to depend on large cities in the West for products, foodstuffs and equipment. The shipment of large consignments of goods from these business points entailed the expenditure of excessive sums and the waste of energy and abilities. This problem has been solved by the establishment in Calgary of large wholesale manufacturing houses which are today satisfying the demands of the most discriminating populace, and giving the people of the city the best the market affords.

No institution in the city of Calgary is better equipped to handle groceries in wholesale lots than the Georgeson and Company, Limited, staff of workers. During the years the company has been established in Calgary the superiority of the

products bearing the "Tuxedo" trademark of Georgeson and Company has been instrumental in building up one of the largest businesses in the province, the customers and consumers being numbered by the thousands. An idea of the magnitude of the company may be gained by a visit to its modern establishment at 223 Eighth Avenue West or to the spacious factory at Ninth Avenue and Fourth Street West. To handle the ever-increasing business of the company 100 employees are required, 14 traveling salesmen being kept busy on the road supplying the wants of the hundreds of dealers in smaller towns. At the Camrose branch of the company 10 men are employed and the growing popularity of Tuxedo brands of coffees, spices, teas, extracts, and groceries promises to make the working staffs at each establishment too small to handle the

To secure the delicate aromas and flavors so necessary to the perfect teas, coffees and spices, the company imports spices direct from Singapore and other centers. Coffees grown in Brazil, Java, Colombia, Arabia, Mexico, Costa Rica and other tropical climes are shipped direct to Calgary

to satisfy the demands of the most fastidious. This direct importation of the finest blends of products is responsible for the popularity of Tuxedo brands.

When the company was established in 1897 strict rules of business standard were adopted. Close observance of these mottos, early adoption of the square-deal methods in dealing with patrons and employees, insistence upon the best and most wholesome products being supplied the merchant, and the promptness and courtesy in dealing with all have been foundation stones of the success of Georgeson and Company.

Over fifty years ago the Thompson-Codville Company was established in Quebec. Following the death of Mr. Thompson the firm became known as the Codville-Georgeson Company, while today the business in Calgary and Camrose is being conducted solely by Mr. Georgeson and his associates, William Georgeson being president of the concern. Mr. Georgeson, efficiently aided by Mr. Sproat, has grouped about him one of the most capable staffs of business men in the wholesale grocery trade today. The stock carried at the two warehouses of the company, each four storeys and basement, embraces all that may be desired in the grocery line brought from all parts of the world, at a right price because of the large buying powers of the company. Popularity of its products has placed Georgeson and Company in a position second to none in the wholesale grocery business of Western Canada and their investments in the city of Calgary and other centers of the province are visible examples of the faith they have in this industrial hub of Alberta.

Heads of this enterprising, progressive company have been ever active in aiding movements of merit looking to a better Calgary and have not hesitated to put their shoulders to the commercial wheel to assist in placing the city and the province in the lead. Calgary may well be boastful of having a company of such magnitude and men of such business stability and progressive impulses listed among its successful institutions.





TUXEDO COFFEE AND SPICE MILLS OF GEORGESON & CO.



PAGE SIXTY-NINE



Cushing Brothers Company

= LIMPTED;

Pioneer Lumber Company of Calgary, Founded by Hon. W. H. Cushing, one of the Greatest Factors in the Development of Calgary as an Industrial Centre.



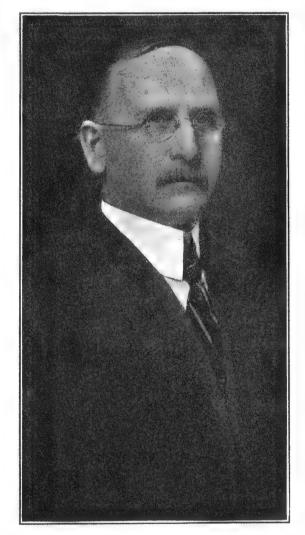
HE prosperity of any country depends upon its business activity, and the enterprise manifest in commercial circles is the foundation upon which is built the material welfare of that country. The most important factors in public life today, are, therefore, the men who are in control of the successful business interests, and such a man is the Honorable W. H. Cushing, president and general manager of Cushing Brothers Company, Ltd., Calgary's pioneer lumber concern.

A man of distinction in political, business, and social circles, he has left the impress of his individuality upon the progress and upbuilding of Calgary as a city and of Alberta as a province, for his labors have been of such a character that they not only contributed to his individual prosperity, but have also advanced the industrial and commercial growth of this city and province.

Born in the township of Arthur, Wellington County, Ontario, on August 21, 1852, William Henry Cushing received his early education in the schools of that neighborhood. His father, William Cushing, was a successful farmer, and after leaving school the youngster who was afterwards destined to be the first Minister of Public Works for the Province of Alberta led the life of a boy on the farm, doing farm work, and doing it with the thoroughness which has since characterized everything he has undertaken. This continued until 1879, when, seeing an opportunity to learn a trade, young Cushing became interested in the building business. For four years he followed this line of industry in his home district, and, when in 1883 he decided to go West and grow up with the country, he was regarded as one of the most reliable and competent builders in the county. At that time Calgary was not even a spot on the map, and Alberta was vaguely spoken of as "out West," but with the spirit of the true Empire builder urging him on. Mr. Cushing decided to throw in his lot with Calgary and Alberta, and the year 1883 saw him in this city entering into business for himself as a builder. For two years the young contractor and builder worked steadily at his calling, and then in 1885 he opened a small sash and door factory, thus laying the foundation for an enterprise that today employs more than 150 heads of families; which has branches in every centre of importance in the West; and which occupies a premier position in the commercial annals of Calgary and the West.

From its inception the sash and door factory proved a big success, and in 1903 Mr. Cushing formed the business into a joint stock company

under the name it now bears. The formation of the joint stock company was but the preliminary movement for the extension of activities, and since that time factories have been established at Edmonton, Regina and Saskatoon, while lumber yards are maintained at Red Deer, Strathcona and Fort Saskatchewan, and the Cushing Brothers Company Limited is



HON. W. H. CUSHING.

now known as one of the biggest concerns of its kind in the Dominion of Canada.

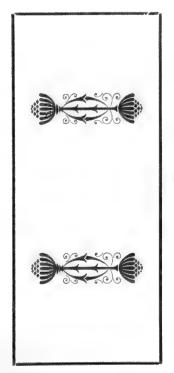
As his business progressed and developed, the strong forceful personality of the man behind the enterprise also developed. Always keenly alive to the needs of Calgary and of Alberta, Mr. Cushing soon drew the attention

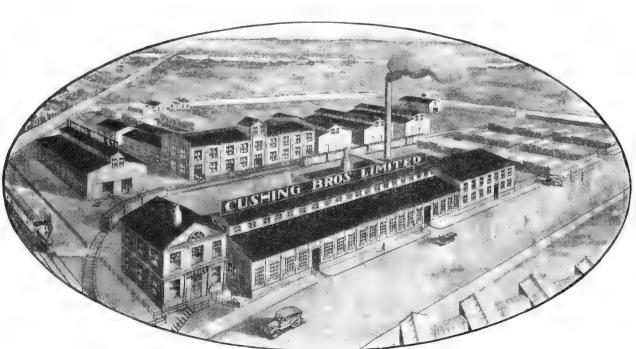
of residents of the community to the deep interest he took in public affairs. For the past 20 years he has been figuring prominently in the public life of Calgary and Alberta. In 1900 he was elected mayor of the city, and filled that important position with credit to himself and satisfaction to the people of Calgary, so much so, that when this province was formed in 1905 Mr. Cushing was elected to represent this city in the local legislature by a good majority. Previous to this Mr. Cushing had been active in church, hospital and educational work, and when he went to Edmonton the fame of his public spiritedness, his ability, his integrity and business acumen had preceded him. The result was that when Premier Rutherford was forming his cabinet he offered Mr. Cushing the portfolio of Minister of Public Works, one of the most important cabinet positions in the government. Mr. Cushing accepted, and from that date until his voluntary retirement in 1910, had charge of the work of this department of the provincial government. During his tenure of office much important work was undertaken by the province, and many fine public buildings scattered all over the province; the splendid roads, the hundreds of steel and wooden bridges, and the miles upon miles of government owned telephone lines are monuments to his worth and ability as a legislator and man of affairs in the history of Alberta.

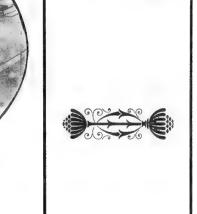
Although he is not at present actively interested in politics Mr. Cushing is still regarded as one of the most prominent men in Alberta, and his advice and counsel on matters affecting the interests of the public are eagerly sought for. His years of experience in Calgary as alderman, mayor, member of the school board, member of the hospital board and many other positions of importance have given him a remarkable insight into the affairs of the city and province, while the wonderful way in which he has built up and developed the industry which bears his name, has marked him as one of the strongest business men in Western Canada.

Mr. Cushing is a prominent member of the Independent Order of Odd Fellows, and also of the Royal Templars of Temperance.

Fearless in the defense of his honest convictions, he has made a reputation for himself as a man of advanced, progressive ideas, while the deep and active interest he has taken in all matters pertaining to the welfare of the city and the province has placed him in the front rank of those men of affairs who have done so much towards making the opportunities which the citizens of Alberta now enjoy.







CALGARY PLANT OF THE CUSHING BROTHERS COMPANY, LIMITED.

Alberta Pacific Grain Company,

Corporation controlling 140 Grain Elevators in Alberta and Saskatchewan which has accomplished much in aiding Calgary's growth and the development of the fertile tributary territory, providing the necessary markets for the bumper crops of the West.



NE of the strongest evidences that Calgary is fast attaining the position of the business and distributing center of Alberta and is becoming a radial point for the entire Canadian West may be seen in the operations of the Alberta Pacific Grain Company, one of the largest institutions of the kind in the Dominion. With this mammoth concern occupying headquarters in Calgary spreading its commercial influence over the thousands of acres of fertile territory tributary to Calgary and aiding the hundreds of farmers in the marketing of their grain at times when they can best realize the highest prices, Calgary has taken another stride toward reaching the goal of metropolitanism.

When one considers that this enterprising company controls and operates 140 elevators in Alberta and Saskatchewan and that agencies have been established in as many cities where hundreds of carloads of grain are purchased during the season the magnitude of this corporation and the wonderful influence, it is working for commercial good may be surmised.

Added importance is given the company by the fact that it is headed largely by Western men and operated by Western capital aided by investments of English financiers. With branches at Vancouver, Edmonton and Winnipeg the company is placed in a peculiarly advantageous position to aid the grain grower and at the same time provide the produce for the miller at the time and place when and where it is most demanded.

Commercial importance of a city of the class of Calgary is dependent upon the finances of the farmer and his condition with reference to the metropolitan merchant. Wihout the farmer and the developer of the territory immediately surrounding a city, the worth of that city as a radial commercial point dwindles to nothingness. To be placed in the list of successful cities, with diversified interests and a financial foundation of prominence, the city must be so placed in a geographical location on which it may draw for the leaven to support its industries. Whether this district be a grain producing area, a mining district or stock

growing territory, the dollars it produces necessarily flow through the channels of metropolitan marts. Through careful business dealings and conservative handling of cash, the Alberta Pacific Company has made possible the uplifting of Calgary to an enviable position as a grain distributing center.

With men of the financial stability and sound commercial common sense of Nicholas Bawlf, of Winnipeg, as president, John I. McFarland as Calgary manager with their associates, at the head of this company, confidence placed in the ability of the Alberta Pacific Company to deal wisely and well for every patron has not been misplaced.

When the company took over the 80 elevators of the Beiseker & Davidson Company about a year ago, the heads of the organization immediately seized the opportunities offered for enlargement of the business and the betterment of the district and set to work immediately building and purchasing elevators until the list now numbers 140. Of these 100 are directly tributary to Calgary. At every one of these elevators a buyer and an assistant have been placed by the company, these men working on salary. Names of more than 200 employees are on the payroll of the Alberta Pacific Company, this money indirectly flowing into the coffers of the Calgary merchants.

Fifteen years ago Manager McFarland came to Alberta and before joining the Alberta Pacific Company, was identified with the Alberta Grain Company. When first this efficient head of the Calgary branch, reached the district there was no grain grown in the province, the plains being the feeding grounds for thousands of cattle and horses. Under the management of Mr. McFarland business has increased to remarkable proportions and shipments are being made daily to the East and foreign markets. The large Globe elevator in Calgary, owned by the company, has a capacity of 400,000 bushels and is one of the substantial concerns of the city. Through the aid and assistance of this firm Calgary has been enabled to make rapid strides toward the coveted commercial goal.



THE GLOBE ELEVATOR, CALGARY, OPERATED BY THE ALBERTA-PACIFIC GRAIN COMPANY.



HOPE'S LIMITED



Manufacturer's Agents Who Have for Four Year's Been Supplying Calgary Merchants With the Best of Bedding, Pillows, Silks, Fancy Burlaps and Other Home Necessities.

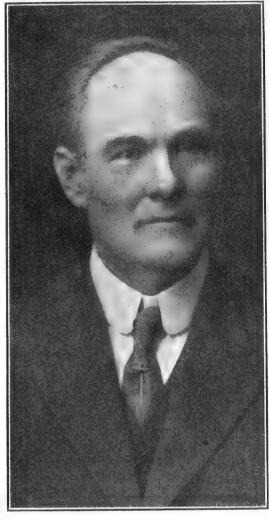
HEN Donald Hope, since 1878 a manufacturer and dealer in tents, awnings, matresses, comforters and pillows, cast his lot with Calgary four years ago, pinned his faith to the future of the city by opening a business here and at once became a factor in the moulding of the municipal policies of the metropolis, this city added to its population a man of rare accomplishments and a business of repute.

Cities all the way from Winnipeg to Vancouver are being supplied with goods through the activity of Donald Hope of Calgary and his establishment in this city.

What this means to Calgary and to the legitimate advertising of the city is realized better perhaps by men who have been in business here for years. The people brought to this attractive city, interested through the activities of those traveling emissaries are numbered by the hundreds. Thousands of dollars worth of bedding, mattresses, pillows, comforters, fancy burlaps used for wall decorations and other home necessities are handled by Hope's Limited. These goods are ordered direct from the factory by this company and shipped direct to the retailer without the trouble and worry necessitated by the patronizing of a warehouse company—and satisfaction in every case has been one of the great recommendations for this progressive concern.

As agents for the B. E. Harvey Company, of Toronto, makers of comforters and pillows, and as representatives of the Terrat Boile Company of Terre Noir, France, manufacturers of steel garden and farm tools of quality, with a dozen other companies, the Hope's Limited is capable of supplying the best at the shortest possible time. The products handled by this company, shipped direct as they are, reach the purchaser in prime condition and are fresh from the factory. When the purchaser considers the fact that when purchasing from the firm of which Donald Hope is the head, he is buying from a man who has





ALDERMAN DONALD HOPE.



been in the manufacturing business for 36 years, the solidity of the institution and the worth of the goods purchased is understood.

In 1878 Donald Hope was operating a factory in Winnipeg and in 1880 was employing 80 people up to the time of the financial depression in 1883, and so on until 1894. During all this time Mr. Hope was in close touch with the conditions at Calgary and the West, frequently visiting the city on commercial business. For sixteen years Mr. Hope was in business in Winnipeg, retiring from the factory there to establish the Toronto Feather and Down Company, Limited, the first comforter and pillow factory in Toronto which was successfully carried on. In September, 1897, Mr. Hope withdrew his interest and opened a factory in New York City which he operated until 1907. Then for two years he carried on a commission business, coming to Calgary in 1909. Associated with Mr. Hope in the Calgary business are his two sons, Donald G. Hope, the vice-president of the company, and Percy C. Hope, the secretary and treasurer, Percy being employed in the office while Donald G. is looking after the Hope interests elsewhere.

During the years Mr. Hope, Sr., has been identified with the growth of Calgary, he has ever stood for the cleanest of politics and the election of city officials capable of carrying out the will of the people along that line. Last year he headed the club and the movement for the rejuvenation of Calgary's official family. He has daily preached the gospel of the square deal and has been instrumental in giving Calgary a municipal government of which it is proud.

Mr. Hope, although a Conservative, has eliminated all politics from his activities along civic lines and has urged the eradication of party lines in civic struggles. Because of his stand for these things which go to make the model city, scores have been converted to his standard and the resultant city government has been the result of his endeavors.



THE PACIFIC CARTAGE CO., LTD.

The Leading Cartage Company of the City, Which Through Earnest Endeavor to Meet Every Demand of Its Patrons, Has Built Up a Large Business and Been Instrumental in Aiding the Development of Calgary.



WENTIETH century progress demands the aid and co-operation of specialists, whether they be individuals or institutions. Calgary's history is replete with instances of where men began in an humble manner with meager capital and through strict adherence to solid and upright business principles have reached the goal of success, and built up splendid business institutions. These instances serve to illustrate the value of selecting a business and sticking to it until it wins, despite all obstacles that may block the path to progress.

The Pacific Cartage Company, Limited, by the early adoption of sound business principles, the careful handling of all goods entrusted to their care, and the elimination of delays, has been made the official Cartage Company for the Canadian Pacific Railway Company at Calgary, and in this respect they handle all freight coming in and going out of Calgary, and the offices of the company are maintained in the freight sheds of that railway, situated on the corner of Ninth Avenue and Second Street East.

The Pacific Cartage Company, Limited, do a very large business with Eastern shipping houses in the matter of disposition of pool cars, and judging from the way the business has increased, there can be very little doubt as to the satisfactory way in which this end of the business is being handled.

The Pacific Cartage Company, Limited, also give careful consideration to the moving of furniture, which is a very large item in their business, and in this connection they have, for the use of their patrons, covered vans for the furniture and special trucks for the handling of pianos, etc. For the storage of furniture, pianos and other goods they maintain four storage warehouses, so that people leaving the city for a short time, or for an indefinite vaca-PAGE SEVENTY-TWO

tion, entrust their household goods and other belongings to their care and go on their vacation with a feeling of security that their belongings are safe. These warehouses are situated at Eighth Avenue and Fourth Street West, 312 Tenth Avenue East, and 336 Eleventh Avenue West.

Another part of the working of this company may be found in what is known in Calgary as the C.P.R. Baggage Transfer System. This system is put in by the Canadian Pacific Railway Company in Calgary, as has also been done in other Eastern cities, for the better handling of passengers' belongings to and from their stations. The baggage wagons meet all trains, and an office to further this end has been placed in the railway depot, where all enquiries are cheerfully answered and deliver-

ies and calls made with the least possible

In order to successfully carry out the workings of this company, upwards of one hundred and seventy head of horses are required, and a visit to the company's stables, situated on Eleventh Avenue West, would be well worth while to anyone visiting the city. The company has the reputation of keeping none but the best heavy draught horses for their heavy work and well-bred horses for their lighter deliveries.

The following are the recognized officials of the company:

A. M. NANTON, Winnipeg, President. C. S. LOTT, Calgary, Vice-President.

E. D. ADAMS, Calgary, Secretary-Treasurer.

C. M. STAINES, Calgary, Manager.



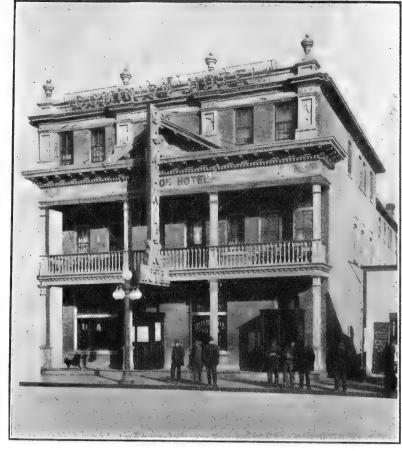
ONE OF THE TEAMS OF THE PACIFIC CARTAGE COMPANY.

The . . Dominion Hotel . .



Centrally located Hostelry, headed by men endowed with that personal magnetism which attracts the Traveller, fitted with the Best of Accommodations, which has been remodeled and bettered under the New Management.





THE DOMINION HOTEL

Personality plays an important part in the placing of an hotel upon a popular basis, but there is another and more important feature which strikes more closely home to the patron—the service and care with which his quarters are arranged and prepared.

When J. H. Aitkens and J. B. Spellman became the owners of the Dominion Hotel, 120 Ninth Avenue West, they entered the business with a full realization of the needs and service demanded by not only the traveling public but by progressive and discriminating residents of Calgary whose hotels are their homes. Although this centrally located hotel has been under their management but a short time, they have already placed it on a plane which has resulted in attracting the elite commercial trade and made the Dominion Hotel

the home of scores of men whose names are mentioned among the prominent commercial lines in Calgary as builders of the city and developers of the surrounding territory. Endowed with a world of experience in business in the Canadian West, these progressive hotel men have been enabled to satisfy every want and desire of the patrons, and through their efforts they have given Calgary one of the modern establishments capable of being established with the facilities at hand.

Because of the central location of the Dominion Hotel, only half a block from the Canadian Pacific Station, it has become a popular stopping place for travelers. Not only does the Dominion Hotel cater to the comfort of the commercial traveler, but listed among the men who occupy the rooms and suites are Calgary residents whose business demands their presence in the down-town commercial district

Conducting a hotel in a modern city filled with people who have traveled throughout the world and enjoyed every modern convenience calls for something more than the mere providing of food and shelter. For this reason it is well that the hotels of Calgary, listed in the same high class as the Dominion, are conducted by men who have had especial training and possess especial fitness for serving the wants of the public.

One of the chief adjuncts of the Dominion Hotel is its commodious dining room, daintily tinted with soothing colors and so arranged as to rest the eyes of the tired business man to whom the meals served at the Dominion are more than bread and meat. Cozy surrounding and satisfying service enter into the enjoyment of a dinner as well as do the viands.

When Messrs. Spellman and Aitkens purchased the interest of George A. Dunn in the Dominion Hotel, remodeled the building owned by Chris Poffenroth and redecorated the rooms, they laid the foundation for one of the best hotels in the city, and the crowded corridor and buffet, catering only to the gentlemanly trade, bespeak much for the ability of these hotel owners. The 60 rooms are constantly in demand and the Dominion Hotel, because of its central location, is the meeting place of scores of commercial and business men of Calgary. Three storeys of solid comfort is the Dominion Hotel.

Western Motors, Limited



Calgary Institution Which Revolutionized Automobile Business in the Metropolis in Less Than One Year Under Efficient Management and Built Up a Business by Force of Results, Second to None in the Province.

"When the whole blamed world seems gone to pot and business is on the bum, a two-cent grin and a lifted chin helps some, my boys, helps some."

the means of lifting many concerns from the slough of despond to the sunlight of prosperity. Advertising, when confined to the advertisement alone and not backed by those mechanical, physical and other wholesome methods which go to back up that advertisement, is worthless.

One of the greatest mediums of advertising is that method of reaching the consumer, be he of large or small commercial proportions. The man or institution accomplishing this feat gradually builds that monument for which millions have been striving. Advertising has little value without the backing of the material things advertised. To advertise an orange and sell a lemon eventually means financial stress. Whether it be red wagons or automobiles the modern day buyer demands that efficiency advertised and it was because or this demand for the best things obtainable through the workmanship of the best mechanics that the Western Motors, Ltd., headed by Osborne Adamson was established in the city of Calgary. Less than one year ago the Western Motors, Limited, took charge of the business then conducted by the Lougheed and Webster Company. When Mr. Adamson was called to the head of this institution seven men were employed. Leaving all other recommendations aside, the growth of the institution may be judged by the layman by the simple statement of facts that from these seven men, handling the business when Mr. Adamson took charge, the demand for the quality of work turned out by this autmobile concern has grown to such proportions as to demand the employment of twenty-three experienced mechanics salesmen and office workers.

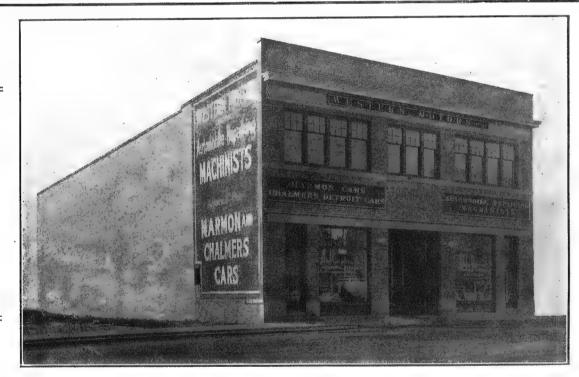
Systematized business methods have been hinted at and portrayed in a half hearted manner by magazine writers and those not directly connected with firms of the prominence



GARAGE
OF THE
WESTERN
MOTORS,
LIMITED

The home of one of the most complete Machine Shops in the Canadian West.





of this (the largest automobile repair shop of the province of Alberta) which pedestal the Western Motors, Ltd., occupies, but the casual visit at any time of the day or night to the Western Motors garage or warehouse gives the visitor another view of the situation because of the insight into the technical side installed under the present management.

Here's the problem: A jumbled financial mess: a building fitted for the automobile business, one of the best in Canada; a repair shop fitted in an indifferent manner; a problem of "Jack, lend me your wrench"-and the wreinch disappears; a question of "who did the work and why did he do it." These and many more intricacies confronted Osborne Adamson when he assumed charge of the garage as president and manager of the Western Motors, Ltd., and through the work of this company the garage and repair shop gained a place of prominence second to none in the province. Backed by the efficient men whom this company have employed, notably the oxo-welding expert who established the first plant of the kind in Alberta, the expert mechanics, schooled to their automobile trade, the Western Motors, Ltd., have been placed in a position where advertising of their work and goods have been backed by efficiency. Maxims and Twentieth century phrases coined by Manager Osborne Adamson, regarding the automobile business have become models for Canadian dealers seeking for "catch words" and for advertising agents and best of all have resulted in increasing patronage because the machinery and work advertised was back of the advertisement.

Because of the large amount of work daily flowing to this establishment, preparations are being made for the construction of another building, 50x130, the same size as the present structure. Agencies for the Chalmers, Reo, White and Stewart cars and repairs have pressed the workmen of the concern to their utmost ability. Superiority of workmanship and ability to furnish the best is the secret. One visit to the garage convinces.

The Alliance Investment Company

(Canada, Limited)

Home Builders and Financial Agents who have been Instrumental in Attracting a Great Many People to Calgary through Legitimate and Common Sense Methods









ALGARY'S growth and wonderful prosperity has been due to the activity of sound financial concerns which have aided the home builder and made possible the establishment of the residences and business institutions upon which rest the municipal structure. It has been the men who have faced the financial battles and won their way during the lean years and yet remained in the city during the stress of flurries and reverses, who have become the pillars of the financial temples of Calgary. These men have not allowed reverses or temporary setbacks to interfere with their work in the city but have continued unceasingly and are now reaping the benefits due them.

Of this type perhaps the most prominent example is that of the Alliance Investment Company, Calgary's greatest home building concern. Headed by men of sterling worth, men residing in Calgary who have invested their profits and savings in this metropolis, men who have weathered many financial gales and yet at the same time clung to the hope of the future, adding their efforts and energies to the advancement of Calgary—these are a few of the reasons for the remarkable success of the Alliance Investment Company (Canada) Limited. Two years ago the building department was added to the company and during the 24 months the concern has erected more than 60 commodious homes. Structures erected by the Alliance Investment Company are not mere buildings, but homes of comfort, the lowest priced residence erected being valued at \$5,000, while

the average would attain a value of \$8,000. The homes erected by the company are today occupied and owned by scores of the prominnet men of Calgary. Many a lonesome family has been provided comfortable quarters by the company, the home being erected on property owned by the tenant and the structure paid for on the rental basis.

Interesting English capitalists in the merits of Calgary and the tributary territory has been the great feature of the work of the Alliance Investment Company, Mr. Malcolm E. Davis, the managing director of the company devoting an entire year in 1912 and 1913 in England, Holland and France conferring with the moneyed men of the old land with a view of bringing a portion of their fortunes to this district.

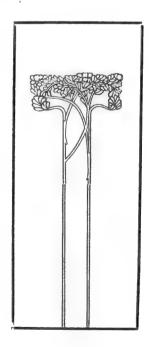
The establishment of industries in Calgary is another strong point in the work of the company. Sites have been provided and the capital arranged for the construction of the necessary buildings, much of this money being brought to Calgary from England. Three substantial industries now located in the United States are now conferring with Mr. Davis and other officers of the company with a view to locating in Calgary. The industries will mean the employment of more than 5000 men and women.

The authorized capital of the Alliance Investment Company is \$1,000,000 while the paid-up capital is more than \$700,000, the appraised assets exceeding \$2,000,000. The business was established in 1906 by Mr. Davis, the managing director, Mr. Davis operating

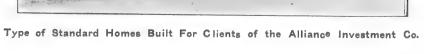
individually at the time. He was later joined by Mr. L. F. McCausland, the secretary-treasurer of the company and in a short time the Alliance Company was formed with the following officers: Hugh A. McLean, Calgary, president; H. N. Dancy, Toronto, vice-president; Malcolm E. Davis, Calgary, managing director; L. F. McCausland, Calgary, secretary-treasurer; Thomas Underwood, of Calgary, and C. H. B. Longworth, of Charlottetown, P.E.I., members of the directorate. In addition to these men of solid financial standing, the heads of the departments include V. J. L. Eccles, head of the sales department; Ed C. Jahour, fire and life insurance, and G. Beatty building superintendent.

The Alliance Investment Company employs more than 50 paid salesmen and office aides, aside from the many scores of men working on commission. Agencies with salaried men in charge, are maintained in Toronto; London, Eng.; Ireland, Scotland; Holland; Belgium; Paris, France, and other financial centers where the people of Calgary and the Canadian west may be benefitted.

Calgary's forward strides have been aided through the operation of Managing Director Davis and the progressive company he represents. For more than 18 years Mr. Davis has been a factor in the upbuilding of Western Canada and is conversant with every angle of business affairs concerning the western provinces. To Mr. Davis and the directorate of the Alliance Investment Company Calgary and Canada owe an unrestricted debt of wholesome gratitude.









THE HOTEL ALEXANDRA



RANSITION of a city of a few thousand souls to a metropolis of the size and importance of Calgary today brings with it the more exacting demands of a discriminating populace, travelers accustomed to the best in hotel and cafe accommodations, home seekers brought up in commercial centers where the best of produce and other necessaries were obtainable and settlers educated to the busy city life in distant communities. Conditions existent in modern times have aroused a desire for the best produced in nineteenth century dictates

When the Alexandra Hotel was established in Calgary September 25, 1911, that hostelry supplied the want and demand for all that is modern in nineteenth century guest houses. When the hotel was opened more than two years ago public patronage immediately placed the seal of approval on the comfortable house, the rooms were filled and never a day has passed since the initial hour of opening when the Alexandra has not maintained its guest record. Complete in every detail, the last word in modern hotel construction, this popular hostelry has already won its place among the leading institutions in Calgary.

Personal magnetism and popularity, it has been well said, are the greatest virtues of the successful hotel proprietor. Comfortable accommodations, to be sure, are primarily the first attraction, but the cordial greeting of the host, his hearty handshake and courteous endeavor to make the wandering traveler feel at home are the big things which bring the tired, car-bedraggled transient to the hotel where last he enjoyed that personal magnetism of the proprietor and his

In Fred Adams and Tom Peers, proprietors of the Alexandra and pioneers of Calgary, the traveler finds the acme of geniality. The ring of sincerity in the welcome and the demonstration of interest in each and every guest of the modern hostelry with the desire to satisfy the tastes and wants of the most discriminating have placed these pioneer hotel men and their institution in an enviable position. Surrounding them they have grouped a capable, courteous corps of assistants whose every desire is to please. B. A.

Calgary's Modern Hostelry, Home of Scores of Travelers, Operated by Pioneers in the Hotel Business Who Demand Satisfaction for their Guests and Provide Comfortable Rooms With Most Modern Conveniences.



THE HOTEL ALEXANDRA Fireproof Ninth Avenue Structure.

Atkinson, Jr., manager of the hotel, is one of the best known men in the business in the district, he having spent years in Calgary hotels and in southern Canada. Fred W. Pratt, bar manager, is another well known and well liked, efficient head of the popular hotel. Once the guest signs his name on the Alexandra register he is forever a friend of the house and the management and on his visits to Calgary makes that hotel his headquarters.

The Alexandra is one of the most modern hotels in the city. With its 150 rooms, all beautifully furnished in walnut and mission style furniture, running water and telephone in every room, 100 of these rooms with private bath, the hotel is capable of satisfying the most elite

Personal attention of Mr. Fred Adams, one of the genial proprietors, is given to the dining room service. Mr. Adams has spent years in the hotel business in Canada. He came to Calgary in 1890 and was for several years with Mr. Peers at the head of affairs at the Victoria hotel, which has since been sold to the present proprietor, L. D. Charlebois.

Miss Sullivan, the housekeeper and her corps of efficient maids take pride in their work and the most modern methods of cleansing and caretaking are utilized by them in their endeavor to please the patron.

Mr. Peers, who came to Calgary in 1883, when the city was but a struggling trading post, his popular partner Mr. Adams, together with Mr. Atkinson, the hotel manager and Mr. Pratt, the bar manager, are listed among the prominent men, not alone in their profession, but in municipal interests and financial affairs of Calgary. They have invested heavily in Calgary real estate and oil and petroleum lands and have at times been aligned with any movement look ing toward the betterment of Calgary and the advance of this portion of the province.

Pioneers of the stamp of Mr. Adams and Mr. Peers have been builders of Calgary and to them belong the credit of placing the metropolis upor its present high financial, intellectual, commercial and industrial standard.

LABEL BOTTLING WORKS

the householder is responsible for spread of typhoid and kindred diseases which is fast claiming the weaker and careless members of the race. The settler sallies forth, says the doctor, and digs two holes, one 30 feet deep and the other four. In the shallower one he throws his excreta and on the soil he throws his household waste. Rain washes these various

products into the ground and percolates into the

deeper hole. Then the old oaken bucket descends

RESERVATION of the health of a metropolis such as Calgary is a problem which has puzzled learned men for centuries. Preventatives have been employed with mediocre success. The adage "An ounce of prevention is worth a pound of cure" has become the modern method of fighting disease and the basic principle underlying war waged against spread of germs has to do with the purity



THE HOME OF BLUE LABEL SOFT DRINKS

of the city water supply. The cause of typhoid fever has been said by experts to be merely drinking the excreta of someone else. This deadly disease, waterborne, claims is quota of thousands of lives annually simply because of the drinking of impure water and the failure of thousands of citizens to exercise proper methods in the sterilization and distillation of polluted water.

Dr. Woods Hutchinson, expert on typhoid, has said that a more ingenious combination for the dissemination of typhoid fever could hardly have been devised than the contamination of the shallow well and the garbage vault. In a recent statement this expert nailed the situation by declaring that

and we all partake of the water. And then the

Cheap water has proven expensive to thousands of citizens. The solution of this alarming problem in Calgary and the province of Alberta has been solved by Mr. Fred Langston, proprietor of the Blue Label Bottling Works, 508 Third Avenue, who has installed the Tripure water distilling system, which prepares a dripking water threat times. which prepares a drinking water three times pure at a nominal price. Tripure water, which is fast gaining favor as the medicinal and safe water of Calgary not alone for drinking purposes but for cooking, in the office, in the nursery, and in the laundry, is the product of condensed steam and can be nothing but pure after passing through the proBrings to Calgary the Purest of Waters Dispensed by Experts and Prepared by the Most Sanitary Equipment of the Present Age.

Modern Machinery Installed in Modern Plant

Works. No matter how pure or refreshing a city's water may be, there are those who are affected by a change of water and who are accustomed to drinking aerated waters instead. Nothing is more refreshing or invigorating than the crystal waters, Tripure, served from the carboy or bottle and having the sparkling effervesence that so appeals to the discriminating palate.

cess used at the distillery of the Blue Label Bottling

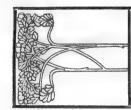
Apparatus just installed by Mr. Langston has a capacity of 1500 gallons a day and already, though the plant has been installed but a short time, the demand for Tripure water is crowding the supply. The pure water is being delivered to any part of the city by the Blue Label Bottling Works in cases of six one-half gallon bottles or in five-gallon demijohns. The three-cornered bottle in which the water is dispensed has the significance of three times pure. This wholesome water may be used at the small cost of fifty cents a case or only ten cents a gallon. Hundreds of Calgary families are now using Tripure water exclusively, effectively warding off the danger of disease and enjoying the benefits of the knowledge of drinking a liquid free

Food prepared with this water has an exceptional flavor, and because the water contains no lime, iron sulphur, alkali, bacteria or vegetable matter the drink is being daily prescribed by doctors.

The Tripure process draws in the oxygen from the air as the steam arises and heats it to 212 degrees and with the vapor it passes up the condensing tubes, the gases becoming more and more volatile until, becoming lighter than the vapor, they pass off water is made, pure, clear and full of oxygen through the tubes, leaving the vapor from which the The vapor then condenses and trickles back into the receiving reservoir lined with silver plated materials or block tin, preventing corrosion and contamination. Cold water running over the pipes cools the Tripure water until it is delivered into the air tight tank ready for bottling.

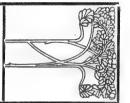
Ten years ago Fred Langston came to Calgary after devoting 15 years to the business at Montreal, and seven years ago the Blue Label Bottling Works. largest in the city, was established. Mr. Langston owns one brick building, 25x130 with a floor space of about 3,500 feet and has installed the most modern bottling machinery. The plant has a capacity of 2,000 dozen bottles a day and the average output of 1,200 dozen bottles per day keeps the five wagons busy delivering the product throughout the city. During the heated season Mr. Langston employs 30 men. Cascade Ginger Ale and Dry Ginger Ale, manufactured by the Blue Label Bottling Company are leaders throughout Alberta,

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MAYOR HERBERT A. SINNOTT

Business Man Who Has Inaugurated a Business System in the Management of the Affairs of the Calgary Metropolis.



HANGES in the complexion of an individual community brought about through the influx of a cosmopolitan and otherwise diversified population have not in these many years failed to revise that law which recognizes individual achievement for the good of the city, not the result of opportunism. Leadership in the affairs of the nation, the community and the municipality is necessary for the betterment of that locality or power, but the selection of the man or men for that leadership has in late years become a problem of magnitude. In

years become a problem of magnitude. In every city of the metropolitan importance of Calgary there comes a time when men endowed with rare business acumen and with the farsighted ability to grasp opportunities for the city when they are offered and to push to completion the things which enter into the foundation laying of the commercial center, rise above the civic plane and through natural endowments are chosen to leadership.

It was because of this fact that Herbert A. Sinnott was chosen Mayor of Calgary in 1913, and it is because of the strict adherence to the business principles which go hand in hand with the development of a great city and because Mayor Sinnott has consistently stood for Calgary's interests alone, that he has had no opposition for election to the highest honor which lies within the power of the city to bestow upon a single citizen.

Western cities have blazed the trail for the municipalities of the Dominion in the modern methods of conducting civic affairs, and this through the absolute elimination of party lines in the conduction of the city business, the sole thought and motive being for the betterment of the community. And the man who has championed this movement in the Calgary council insisted upon efficiency and the installation of efficient men, regardless of political prowess, in the offices of appointive nature in Calgary, has been Mayor Herbert A. Sinnott.

His administration has been one which has acr a plished more for the betterment of the

growing metropolis than any other, because of his insistence that business methods be followed and enforced. In fact he has demanded



MAYOR HERBERT A. SINNOTT.

that the business of the city be conducted upon the same careful and conservative lines as the business of the tried business man. When Herbert A. Sinnott was elected to the principalship of the Calgary High School in pioneer days, in fact the first to be chosen to that position, he immediately began the inculcation of these principles in his work, and the result has been the upbuilding of the best school system in the province, laid on the foundation established by the methods voiced by Mr. Sinnott.

Despite the fact that his methods were successful and that the continuance of his services were demanded by the people, Mr. Sinnott felt the call of commerce too strong, harkened to the business world, and resigned his position to practice law, he having graduated from the Mount Allison University of New Brunswick and received his diploma before casting his lot with the west. And his efforts since leaving the schools have accomplished the same wholesome results for Calgary in the commercial

way.

While practicing law he made real estate investments in the growing city which netted him handsome returns, and today as mayor of the city, Mr. Sinnott devotes practically his entire time to the organization of committees and the carrying out of the business of the city in a business-like manner. His investments in Calgary and Lethbridge have been profitable, but at the same time he has not allowed these investments to delude him from the paths of the common-sense business administration established in the municipality.

Perhaps one of the greatest works of Mayor Sinnott since he has been a city official has been the championing of the stock-yards scheme, and he has been sent to Chicago and other eastern cities with other members of the council to study plans and methods for the establishment of this enterprise for which the citizens voted a fund of \$350,000 at the last election.

His citizenship has meant much for Calgary, as an incentive to the younger business man and as an example of what business methods mean in the business end of a city's affairs.



GEORGE I. WOOD, The Grocer De

Pioneer Business Man whose Square Dealing has won him Renown.



EN of sterling business qualities who settled in Calgary and in the Calgary district when the site of the city was little more than a pasture are the citizens on whom the metropolis now looks with pride. These sturdy pioneers are today the solid mercantile dealers of Alberta. Settled

tlers who turn their faces toward new districts in Canada today are not forced to undergo the hardships of early day pioneers and to suffer the privations which in many cases sapped the lifeblood of early settlers. Supply depots have been established and roads and trails have been constructed to many parts of the last best west, aiding the settler in search for a home for his loved ones.

Fourteen years ago, when George I. Wood, an enthusiastic young man of Manistee, Mich., harkened to the call of the west and stopped to visit friends in Calgary, his heart was set on prospecting in the Yukon gold fields of Alaska. With his mind made up to linger but a few days and then travel toward the Arctic fields, Mr. Wood reached the village. He is still located in Calgary and the grocery business opened a few weeks after his first visit here has grown to such proportions that ten men are employed and Mr. Wood is recognized as one of Calgary's leaders in mercantile lines. Opportunities which presented themselves when Mr. Wood first sighted Calgary induced him to remain. Dollars dropped into the pocket of Mr. Wood through wise real estate transactions and so enthusiastic did he

become over the future of Alberta that he sent a hurry-up call for his lifelong friend, F. J. Green, urging him to come west, invest his savings and lay the foundation for a fortune. Mr. Green hastened to Calgary and with Mr. Wood bought the little grocery where the store is now located. Prosperity smiled on Mr. Green and after making a tour of the world, he sold his interest in the business to Mr. Wood

Cleanliness and the application of sanitary principles in the sale of groceries, fruits and vegetables is prominent among the mottoes of Mr. Wood in conducting the grocery business. Immaculately clad salesmen in fresh white aprons flit about the store answering the calls and wants of patrons. Fresh fruits and vegetables are neatly displayed and protected from dust and all manner of infection. Long rows of the best in canned goods line the ceiling-high shelves on both sides of the roomy store while the warehouse and basement are crowded with reserve supplies kept in stock to avert any delay in answering the calls of customers.

The transformation of the store of Wood and Green which was originally a curio center of Calgary decorated with Indian goods and a small supply of gents' furnishings has been remarkable. Where Indian curios, blankets, moccasins and smelly buckskin decorated the walls in early days, the most up-to-date in staple and fancy groceries and kitchen supplies is carried. Fancy biscuits,

canned and tinned table condiments, sauces and delicacies are handled and the housewife who appreciates hygienic care and high-class service, sanitary conditions and the best of guaranteed food stuffs may be daily found at the popular grocery.

Mr. Wood's wise investments in Calgary property have made him virtually independent. Land lying in the heart of the city offered to him at \$6 and \$7 an acre when he first reached the city is now worth thousands of dollars. Seven acres recently purchased by the Grand Trunk Pacific Railway at \$700 an acre could have been purchased by Mr. Wood from an estate of 265 acres at \$6 an acre. Investments made by this popular grocer in inside city property have been lucrative, and, aided by the able advices of close friends and relatives who have been confident of the future prosperity of the city and province, Mr. Wood has been able to feather his financial nest.

Personality and his perpetual smile and cheering word for all has won much for this merchant, his employees and associates ever looking to George Wood as the optimist whose sound dealings and solid business ability have built up one of the substantial institutions of Calgary. Business cares have not blinded Mr. Wood as to municipal affairs. He has ever been alert to assist the city in marching toward the goal of prosperity and his activity in civic affairs has added much to the welfare of Calgary.



ALDERMAN H. B. ADSHEAD

Alderman H.B. Adshead

City Official Who Has Been a Consistent Bearer of the Standard for the Under Man and Who Has Worked For Single Tax and for the Betterment of Conditions of the Unemployed.

HEN H. B. Adshead was induced to enter the race for alderman by his many friends in the city, he consented with reluctance. But once he did enter the race he entered to win and that one race has been the depiction of the attitude of

Alderman Adshead throughout his term of office as alderman, to win with the best of motives behind the effort. Because of this fact Alderman Adshead has been a good civic officer of Calgary and has been instrumental in upholding a spirit which has meant much for the city.

When Mr. Adshead came to Alberta he settled

When Mr. Adshead came to Alberta he settled on a homestead near Olds. Finding the wolf howling near the door and other troublesome matters demanding financial consideration, he returned to the teaching of the younger generation, disseminating the education he had received, among the youngsters who soon hoped to become his coworkers.

During the time Alderman Adshead has been a member of the city council he has gained the name of being the "Radical" and this name has been gained through his insistence that monetary measures be audited and that ordinances be investigated to the limit before being passed. Because of the socalled radical attitude of Alderman Adshead and others Calgary has been saved many thousands of dollars.

During the year he has been a member of the city council Alderman Adshead has been a champion of the single tax and direct legislation. He has opposed the granting of bonuses and special exemptions and perhaps his greatest endeavor has been the Center Street bridge.

Alderman Adshead has been one of the men serving on the civic governing board on whom the residents of Calgary could at all times rely.

He has been opposed to special concessions. He has been chary in his sentiments favorable to corporations looking toward the relieving of the citizens of a large sum, he has been careful and conservative in his vote casting and when summed up, he has been one of Calgary's treasury watchers. And for this the taxpayers of the city have given him just praise.

HE history of the Canadian West is the history of the accomplishments of young men of merit, endowed with a rare spirit of progress and with a limitless power capable of withstanding privation and difficulties and overcoming obstacles, but at the same time gaining the goal of success for the cities of which they are a part, and for themselves-forgetting the selfish motive and building for the future.

The Dominion of Canada, England's greatest and most resourceful province, has been especially fortunate in the whirl of world finance, because of having attracted from the mother country men of brain power and ambition capable of placing the individual portions of the Dominion in the proper commercial category. Sons of England have taken a prominent part in the development of this great western territory, and Calgary has been chosen by many as the center of their future endeavors; these men of educated minds and trained faculties bringing to the West the solid training of their forefathers and engendering a spirit of solidity and a feeling of security among patrons in their business dealings.

A. G. Graves, City Commissioner, perhaps takes the leadership among these English sons who have been life-givers to Calgary, and through whose efforts the city has been capable of attaining the metropolitan zone.

Just a word regarding the record of Commissioner Graves in Calgary. When this efficient city official came to the village, for the city was then but a village, more than 15 years ago, he enlisted as an expert mechanic in the employment of the Canadian Pacific Railway. His inherent spirit of leadership failed to lie dormant and after becoming a leader among his fellow workmen, Mr. Graves was chosen alderman. His activities in that capacity were of such a nature as to cause his name and his works to be upon many lips and his achievements have been the dinner topics in many

Calgary Benefactor, Who Has Contributed Much Toward Placing City Affairs on a Sound Financial Basis, Through His Mastery of Details in His Department.



COMMISSIONER A. G. GRAVES

homes. His service in the city council brought his ability as an executive into the limelight and when the city commission form of government was adopted, Mr. Graves was elected one of the first commissioners, this victory being gained by five votes. The close race was no jab at his fitness for office, nor has it been a hindrance to his work as a commissioner. His ability during the first term was not to be passed unrecognized by the people of Calgary, for at the next election he was placed in the office by acclamation.

During the four years Mr. Graves has held the office he has been one of the powers of the city government. His stand for absolute municipal ownership of public utilities has resulted in the most efficient service of any city in the West and has been the means of ringing the name of Calgary throughout the nation as one of the few municipalities conquering the corporation evil.

During the years he has had control of the water works and the electric lighting system he has placed both on such an efficiency basis as to know exactly where every cent is being expended and the exact hours worked by every man in his department. When it is stated that he is a master of details in the work over which he has supervision, the statement is not broad. Ask Commissioner Graves a question regarding the slightest detail or triviality in his department and his answer of satisfaction comes as a flash, teeming with figures and data of reliability.

Although a Conservative in political belief, Commissioner Graves has abolished all thought of politics in his work for the city and has followed the one motive and ambition-for Calgary, and not for political favor. His record has been instrumental in causing cities of larger population to point with pride to the achievements of this industrial center, and his citizenship has been more than a credit to the community.

DAIRY

Producers and Distributers of the Highest Grade of Sanitary Milk who are in a Class by themselves in the Canadian West.

RODUCTION of pure dairy products under sanitary surroundings has become the vital point in the retention of a city's health and on the care used in guarding against contamination hinges the welfare of thousands of children as well as the parents who daily utilize the milk and cream.

When the Hays Dairy was established in Calgary at 336 Fourteenth Street Northwest, the city gained an asset which citizens have not been slow to recognize. Competitors of the Hays Dairy in Calgary and throughout the province must admit that milk produced at the farms at Carstairs is in a class by itself. Because of this fact many doctors pre-scribe Hay's milk for invalids and infants while thousands of families use the pure Hay's milk in the household.

The 200 cows on the farm of more than 1600 acres at Carstairs are always in excellent condition as to health and cleanliness, regular inspection being made of each animal. Every animal is free from tuberculosis as shown by the tuberculin test farms are located in the

farming district of Carstairs which has gained an enviable reputation for fertility throughout the West. Dairy Barn No. 1 is located on the south farm. This sanitary structure was erected at a cost of more than \$12,000 and is equipped with a complete electric light plant and storage batteries which supply power for lighting the barn and all outbuildings at every hour of the day or night. Steel stanchions have been installed with a view to elimination of any possibility of collection of foul substance—the danger attendant upon the use of the

Every barn, the house and corrals are equipped with a complete water system with a pressure of 100 pounds to the square inch.

Unusual precautions are taken to prevent foreign matter from coming in contact with the milk. Every cow is thoroughly washed and cleansed before each milking and the milkers work with their arms bare. Should a speck of dirt by accident enter the milk, that receptacle filled with milk is rejected.

Barn No. 2 is to be erected in the near future nd in most respects will be similar to barn No.

while in many features it will be a step farther to

reaching the acme of perfection in sanitary stables.

The retail dairy in Calgary was erected for the distribution of the high grade milk from these farms and in order to handle this sanitary milk under the most sanitary conditions a bottle filler and capper has been installed for the filling and sealing of the receptacles in which the milk is delivered to the consumer. The bottles are not touched by the human hand until they are taken from the wagon and delivered at the door of the patron. With one stroke of the lever, 12 bottles are filled and capped. The bottles are washed and sterilized in the best washing machine manufactured, driven by a fifteen horse power motor, the water and steam used being supplied by a 40 horse power boiler. Steam is used in sterilizing all bottles, the bottles remaining in the machine five minutes, washed and sterilized at the rate of 48 per minute.

With the entrance of Hay's dairy into the Calgary field the dairy business took an immediate up-ward jump and the milk regulations were made more rigid and strict. Hay's dairy has accomplished much for the milk consumer of Calgary.

Stanley G. Freeze

Youngest Member of the City Council Who Has Built up a Flourishing Grocery Business in the Province.

OUND civic government, conducted by men of public spirit who have watched the growth of the municipality, of which they are a part, and moulded by officials whose heart and hand is with the development of the municipality, has been the secret of the growth of prominent Canadian cities.

Calgary has been forunate in securing the services of solid business men whose ambitions have been for a better city and a bigger future for the men who have invested their fortunes in the

district tributary to Alberta's commercial center.
Alderman Stanley G. Freeze, the youngest in the city council, is one of the law-makers on whom devolves the future of the city. Alderman Freeze has ever had the interest of the city at heart. His parents were among the pioneers of the district. Alderman Freeze was born in Calgary and because of his intense attention to business and public affairs has become one of the leaders of the community.

On February 7, 1885, in an historic home at Eighth Avenue and Second Street East, near the site of the present city hall, Stanley Freeze was born. The hustling blood of his forefathers came into this world with him. From the time he was able to walk Mr. Freeze has been imbued with the desire to become a successful business man and his inherent ability displayed during the last several years has demonstrated him one of the most capable of Calgary's citizens.



ALDERMAN S. G. FREEZE

When twelve years old Mr. Freeze entered the employ of the Hudson's Bay Company and because of his unusual ability as a salesman he remained in the employ of that company seven years. He then entered into partnership with his father in the grocery business, just across the street from where the palatial Freeze grocery is now located. Mr. Freeze, Sr., later sold his half interest in the business to a relative. At that time the staff of the grocery consisted of Stanley Freeze and the partner, aided at times by the delivery boy.

Business acumen, honest dealing and the adoption of modern methods have so benefitted the young commercial leader that at the present time he employs no less than forty-five clerks and has seven delivery wagons dispensing goods to housewives in all parts of Calgary.

Eight years ago Mr. Freeze started into business for himself and the business at this time is owned exclusively by the young man. Popularity in political circles was given birth by the foresight displayed by Mr. Freeze in business dealings. The young merchant is looked to by residents of his ward as the natural leader and was elected to the council by a large majority.

Municipal and personal business does not hinder Mr. Freeze from taking part in fraternal and social activities. He is a member of the Canadian Club, a prominent member of the Perfection Lodge of Masons and in Alberta Lodge No. 1 Independent Order of Odd Fellows. His future is assured.

PAGE SEVENTY-SEVEN

Palatial Homes, Owned by Prosperous Citizens,



Grace Beauty Spots of Scenic Calgary



Beautiful Dwellings are Erected on Sightly Locations which, but a few years ago, were Grazing Ground for Countless Cattle—Substantial Improvements are made by Builders

ALGARY is essentially a city of beautiful residences. Few cities in Canada have had the chance of Calgary in the upbuilding of its residential areas. Few cities have had the solving of its building problem so much in its own hands. Calgary has not been saddled with ancient alleys, unhealthy legacies from the past that are costing other cities hundreds of thousands of dollars to ornament and create into healthy spaces. Practically three-fourths of its residences have been erected during the last eight years, and trained under twentieth century conditions with a regard for human health, comfort and life, the contractor who has had to do with the building of Calgary's homes, . has had danger posts of the past to aid him in avoiding conditions that have cursed older

the skeleton of the house silhouetted against the sky, than basements of others would be dug.

In less than a month after houses were under canstruction, the civic street department was making grades, the civic water and sewer department was trenching for the installation of improvements and the street railroad surveyors were running a line along the newly created thoroughfare. Commercial chaos took possession of the peaceful prairie.

By the end of that season it looked as if a volcanic upheavel had set down a whole community of gay houses and bungalows, graded and paved streets, with the street cars in operation where surveyors had been but a few months before.

Despite this haste, what was done was done well. The houses were well built, the grade was good and the street car system was modern. So did the major part of Calgary's residential district come into being.

The city is still building up steadily and surely, and the 20,000 Calgary homes are weekly growing in number.

BOWNESS POPULAR HOME DISTRICT

Naturally the southwest was one of the popular residence districts and shows the greatest effects of this rapid growth, although the city is fringed on every side with residential areas. The town began to grow west six years ago, until now there are many handsome residences as far out as Bowness Park, six miles from the commercial centre.

At Bowness on the banks of the Bow, provided with a beautiful golf house, with every convenience of the city, tired business men find relaxation in pleasant suburban surroundings.

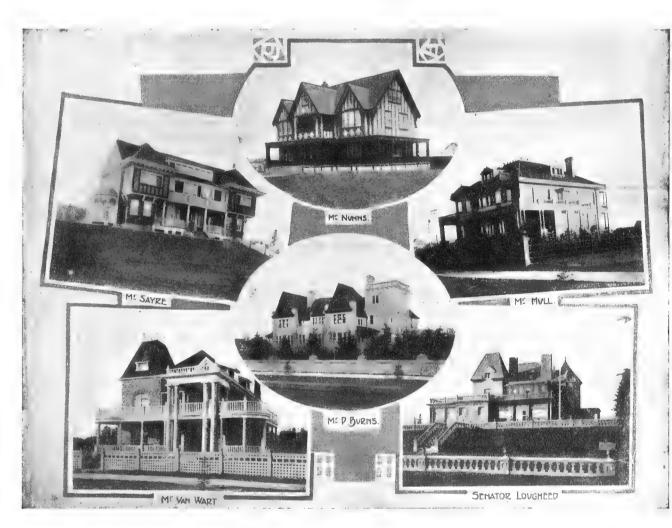
The people who found Calgary a gold mine in its rapidly growing stages have not hesitated to erect palatial homes. Mount Royal, Elbow Park, Elboya, Glencoe, Rosedale, are sites of these mansions. All these districts were bare prairie but a few years ago, and the contrast is striking.

It is estimated that there are 20,000 residences in Calgary put up at an average cost of \$3,000, in buildings alone a total investment of \$6,000,000. Many of the houses cost over \$60,000. In Mount Royal alone it is estimated that the houses are worth \$7,000,000.

One private owner in Glencoe spent more money than commercial necessities required, and put in a crescent which adds materially to the beauty of the district. That is the spirit in which most of the Calgary builders have operated.

The working man has done a great deal towards the beautification of the city by erecting substantial buildings. Every house stands in its own grounds. Every effort has been made to make even the smaller bungalows attractive.

Probably the fact that so many people erected and own their own houses has had a good deal to do with the accomplishment of much that is ideal. They had everything modern before them in planning their house and the modern spirit calls for light, ventilation, modern improvements and ample grounds. They fitted up their homes in an hygienic manner, they had playgrounds for their children, and no cozier or healthier home can be found than in the artisan arteries of Calgary.



BEAUTY SPOTS IN CALGARY

In consequence unsightly districts are fewer than in any other city in Canada. Suburban areas delight the hearts of town planners, and have brought commendatory remarks from that conservative expert, Thomas Mawson, who is preparing Calgary's city plan for future reference.

Calgary's boulevards are well laid out, Calgary's houses in the majority of instances are surrounded by ample grounds, are brightly but modestly painted, and are of diversified and attractive architecture.

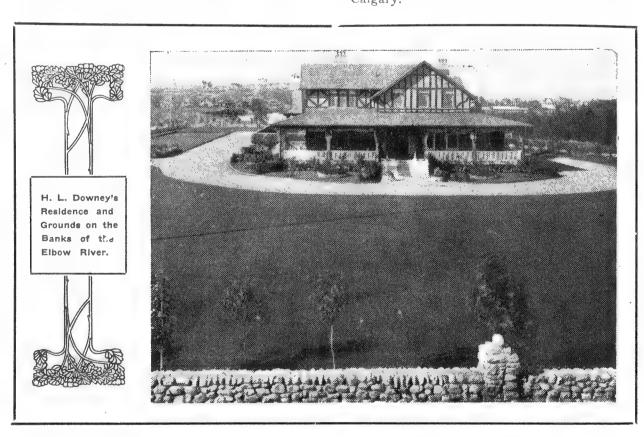
Viewed from prominent points clustering round the twinings of the blue Bow and Elbow rivers, Calgary's residential districts offer a charming picture.

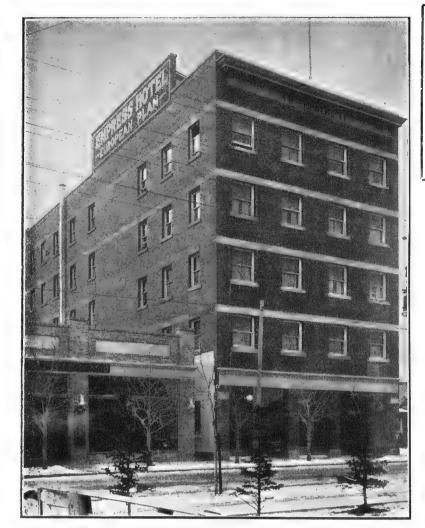
STREETS IMPROVED IN RECORD TIME

The growth of the residential districts has been amazing. Records show that at the height of the building fever, when whole subdivisons were transformed in a few months from a few stakes to a built-up suburb, one thousand houses were erected at an estimated value of more than \$3,000,000. Scores of streets were improved as by the waft of a fairy wand and new thoroughfares became delineated from pathless prairie.

A subdivision would be marketed. A few days later a house would spring up, apparently placed at random on the prairie, pathetic in its lonliness away out of town. No sooner was

A FEW OF CALGARY'S MANY PALATIAL HOMES





THE NEW EMPRESS HOTEL

The Empress Hotel

Modern Hostelry of the Metropolis With Cafe in Connection
—Bar Eliminated — Which is the Home of Many of Calgary's Business Men.



THOMAS E. DRISCOLL

HEN the Empress Hotel was opened two years ago and its luxuriously furnished rooms, its enticing cafe, its spacious and elegantly fitted lobby were placed at the disposal of men and women without desirable homes, Calgary was given an institution which has in these two years gained a reputation throughout the Canadian West as the solace for tired travelers.

Hotel accommodations have for ages been the bugbear and the bogey for the transient and the man away from home for but a few nights. Uncomfortable and disagreeable surroundings have shortened many a traveler's visit to a city in which he proposed to invest a portion of his savings. His first impressions, and first impressions.

sions are often the lasting ones, were contrary the efficacy of the hotels to provide even a semblance of homelike comfort.

The trite greeting "Make yourself at home," so often poked at a traveling man by a land-lord, bears little significance in the ordinary hotel but at the Empress not only do the very walls seemingly breathe hospitality but Mr. Thomas E. Driscoll, the proprietor, and every one of his employees make earnest endeavors to arrange the comfort of the individual guest.

Every one of the 100 rooms in the hotel is fitted with private telephone connecting with the switchboard in the office and hot and cold running water. Furnished with heavy Mission fittings, deep rockers into which the tired busi-

ness man may sink and forget his troublous day, Axminster rugs, brass beds, supplied with Ostermoor mattresses and Banner springs—these are the attractions which have resulted in filling every room in the popular Empress Hotel nightly and keeping them filled despite competition.

The lobby fronting on Sixth Avenue is perhaps the most attractive in the city. Spacious quarters have been set aside, away from the busy office desk and switchboard which are covered with deep rugs and furnished with chairs and rockers of fumed oak upholstered in heavy brown leather. These chairs are not of the ordinary design but are of the model of antiquity so attractive to the modern eye and so comfortable to the guest. Writing desks of the same material and design are provided and equipped with materials for the retiring guest who wishes quiet and serenity while penning his letter home or to his firm.

Elevator service is provided at all times during the day and night, the six stories of comfort being so arranged as to be within easy call of the elevator. Bathrooms, beautifully arranged and equipped are another feature of the popularity of the Empress, rooms not fitted with private baths being close to the several on each floor. Cleanliness and sanitation has been the determination of Mr. Driscoll in the management of the hotel, together with his insistence upon the showing of the greatest of courtesy, kindness and the best of service to all guests whether that guest be a one-night lodger or a permanent resident.

Because of these accommodations the Empress has been adopted as home by scores of the prominent young and progressive business men of Calgary and the atmosphere of culture, dignity and vigor in the Empress permeates the spirit of every patron from other cities.

Thomas E. Driscoll, the efficient manager and proprietor, is of a retiring, modest disposition. He shuns publicity and dislikes the mention of his name with the success he has accomplished because of a feeling that it will be viewed as boastful. In 1905 Mr. Driscoll first came to Calgary as general agent for the Confederation Life Insurance Company. He left the city a short time later and was absent five years. The hotel business at Carstairs then attracted him and he spent several years in that thriving city. He then came to Calgary in 1911 to take charge of the Empress and it has been through his untiring efforts that the Empress stands out today as the leading hotel without a barroom, and the hotel de luxe of the city of Calgary.

The Western Tent and Mattress Company

Progressive Manufacturers of Canvas Goods Who Have Accomplished Much Good for the City of Calgary and Whose Business Has Grown by Leaps and Bounds.

ALGARY factories which won success through consistent effort to produce the best in their lines and to satisfy the wants of the most discriminating patron, are those to whom the citizens now point with a feeling of pride as being the institutions which have been the foundation of the success of the city as a manufacturing center. Nothing succeeds like success but to acquire the pinnacle



of that success has been a series of commercial battles for the heads of these leading corporations.

More than ten years ago Calgary was chosen by two young men, leaders in their lines, as the home of the Western Tent and Mattress Company. From

a small beginning this business has increased to such proportions that a working force of about twenty experts is required to turn out the goods. P. D. Sprung and W. A. Denby, the energetic young men who established this business are still active in the operation of the tent and canvas goods factory. Only a year ago they disposed of their bedding factory in East Calgary and are now confining their operations solely to the manufacture of canvas goods. Mr. Sprung is a native of Belleville, Ontario, and came to Calgary from New York. Mr. Denby, who was formerly manager of the bedding department is a native of Newboro, Ontario, but has been a resident of Calgary for fifteen years.

When the layman considers the fact that the annual turnover of the company is in excess of \$150,000 and that these goods are manufactured in Calgary, the magnitude of the concern may be impressed on the mind. Machinery operated by the experts employed in the tent factory at the rear of the offices on Tenth Avenue East, is of the most modern type and is constantly being bettered and improved. Tents and tarpaulins manufactured by the Western Tent and Mattress Company may be found in out of the way places miles from civilization where they have been carried by the trapper

or miner and at the same time the name will be found stamped on goods used by the more prominent commercial institutions of the Western Canadian cities. The factory, two storeys with a floor space of 6,000 square feet and the warehouse adjoining are kept busy supplying the needs of the thousands of patrons who have learned that the names Denby and Sprung are synonomous with "quality." A stock valued at nearly \$50,000 is kept on hand to accommodate the patron who desires



Prosperity and careful business methods of these men have acted as an incentive to other young men and have resulted in great good to the city and province where their influence has been felt. Upright dealings have won them a host of firm friends and placed their business on a basis of financial solidity among the leading concerns of the city.



LAYCOCK DAIRY COMPANY

Pioneer, Milk, Cream and Butter Dealers of the City Who Have Been Prominent in the Upbuilding and Development of Calgary and the Province.



URE dairy products are the greatest assets of a city's food supply and the facilities for obtaining them are next in importance to the health and sustenance of the populace of a metropolis of the importance of Calgary. Contamination of the milk supply or the carelessness of a single dairy proprietor means the breaking down of the health of the thousands dependant upon that supply for their daily portion. Disease germs, bred in milk, from cows housed in unsanitary barns are responsible for a large percentage of typhoid and kindred diseases prevalent in the dominion. It has remained for the Laycock Dairy Company to solve the milk problem in the most modern manner and as a result of the study and activities of Joseph Laycock and his brother William W. Laycock, Calgary and the surrounding territory is being supplied with pure milk and the best of dairy products, butter, buttermilk, ice cream and cream, the plant supplying these products having no superior in Calgary or the province.

For more than twenty years the Laycock family has been supplying milk, cream and dairy products to patrons in the city of Calgary. When the metropolis was but a spot on the plains the Laycock milk was the best. When the Laycock Dairy was established north of the city on what is now known as "The Home Place," just north of the Balmoral subdivision, the standard of purity was established

and during the years that the business has been handled, handed down from father to sons, that standard has been maintained and improved.

Demands of the discriminating milk consumers of Calgary for the purest and freshest of dairy products have placed the Laycock Brothers in a position to answer and supply all wants because of the advantageous location of their 640-acre ranch only ten tageous location of their 640-acre ranch only 10 miles east of the city. Milk is daily brought to the sanitary plant in Calgary at 1111 First Avenue Northeast.



LAYCOCK DAIRY PLANT IN BRIDGELAND

Riverside, where it is pasteurized and prepared for delivery in hygienic manner. Eight men are employed at the dairy plant where everything is the

embodiment of hygienic perfection.

The plant in Bridgeland is a model of sanitary cleanliness and up-to-date methods in butter production, milk and cream purification and nineteenth century systems. The famous "None Such" butter churned daily by the Laycock Company is known wherever the highest quality is demanded for table use, about 200 pounds of this prized butter being turned out each week. The one-storey building, with a floor space of nearly 3,000 square feet, erected at a cost of \$15,000, is being outgrown by the demands upon the Laycock Company for pure products even though occupied but a year ago. Extensions are planned and the sinking of a well for a supply of pure cold water is contemplated by the Laycock Brothers.

Property onceused by the Laycock interests as

Property onceused by the Laycock interests as dairy grounds is now inside the city limits, Tuxedo Park, purchased at six dollars an acre, LaGrange, sold to Joseph Steinbrecher and now a district dotted with homes and lands to the east and northeast of the city were but a few years ago the property of the Laycock dairy. The home place just north of Balmoral, adjoining the city limits is still retained by this family. Crops raised on the big farm east of the city are fed to the cows and the citizens of Calgary reap the benefits.

THE A.B. CUSHING LUMBER CO. LTD.

One of Calgary's Later Industries, Which, in Three Years, Has Been Brought to the Front in Remarkable Manner by the Man Whose Name it Bears and His Associates.

BOUT three years ago the A. B. Cushing Lumber Company of Calgary was organized. It was a new industry newly started. In the three years the energetic management of Mr. A. B. Cushing, the business ability of a man who for years before that had done his part in the upbuilding of Canada by teaching the young idea, has made the A. B. Cushing Lumber Company, Limited, one of the foremost industries of its kind in Western Canada, with offices in the uptown district, yards in the West End and offices at Van-couver, B. C. Today fifty men are carried on the payroll, the majority of them residents of Calgary, making their living here, spending money here and aiding in the development of the city. The monthly payroll of the company totals more than \$4,000.

The policy of Mr. Cushing and the basis upon which the success of the company has

wholesale department; Paul E. Provine, travelling salesman; H. F. Provine, manager purchasing department; Fred C. Henderson, city salesman.

Mr. A. B. Csuhing, the man who has made the company what it is today, was born at Kenilworth, Ontario, on November 9, 1865, and received his early education in the schools at that place, later at the high school at Mount Forest and finishing at Toronto University, where he took his degree of Bachelor of Arts in 1873. He is also an honor graduate of the department of Classics. At the age of nineteen he taught school in Arthur township, Ontario, and in 1893 was teaching classics and English in the high school at Essex, Ont. In 1896 he wrote and published a text book on English grammar which is in large demand in schools, especially in Ontario. He was afterwards offered a position on the staff of the high school at Brandon, Man., which he left in 1900 to enter the commercial world board of the industrial bureau and vice chairman of the finance committee. He is a guarantor and member of the executive board of the Calgary Symphony Orchestra and also the Apollo choir. He is a member of the tenor section of this remarkable choir and a leader of one of the city church choirs. As treasurer of the Alberta Sunday School Association and a devoted worker in that organization his influence has been for good among the coming generation.

James Shaw, the vice-president, was a progressive farmer until 1907 when he joined the lumber forces in Calgary as a laborer and a short time later was made foreman because of his energy and uprightness. In 1911 he joined A. B. Cushing in forming the company and has since been superintendent of operations. He is a past master in handling men and retains the respect and good will of all employees.

John W. Dingle, secretary and superintendent of credits, came to Calgary with his parents in 1904 from Devonshire, England, where he was a travelling salesman for Badcock, Slade & Pooley, wholesale grocers. He resigned his position with James Turner, wholesale grocer in 1905 to become accountant for Cushing Bros., Limited. In 1911 he joined the new A. B. Cushing Co. and as manager of the credit department has so efficiently handled the business that the company has lost but few accounts in view of its large operations.

George Egleston, city sales manager, is a salesman popular with the trade associates in business and social life. Formerly a school teacher in Ontario, he came west to Lethbridge to take charge of the office of the Lethbridge Sash and Door Company. He joined the Cushing Company when organized and for three years has been chief salesman. He is an expert at making estimates for plans and specifications.

George W. Dale, first accountant, joined the Cushing Company in the fall of 1911 after spending four years in the lumber business with the O'Brien-Dale Lumber Company at South Edmonton. He was educated at St. Mary's Collegiate and the Ottawa Normal, teaching school in Woodstock, Belmont and other Ontario towns. His educational and commercial experience make him a valuable member of the firm.

Thomas A. Dingle, manager of the whole-sale department, came to Calgary in 1904 with his brother, John W. For seven years he was a member of the accounting staff of the Cushing Brothers Company before joining A. B. Cushing as a shareholder in the company. He received his education and commercial training in Devonport high school, and in the naval and civil service college. Under his supervision the wholesale department has grown to large proportions.

H. T. and P. L. Provine, father and son, formerly were in the lumber business in Seattle under the name Provine Lumber Company. Both have had large experience in the lumber and building business. H. T. Provine



A. B. CUSHING AND HIS CAPABLE CORPS OF DEPARTMENT
MANAGERS

LUMBER CO. LTT.

LUMBER CO. LTT.

GIPMAT

GIPMAT

HOPPING

LEGIPMAT

LEGIPMAN

LEGIPMA

HOME OF THE A. B. CUSHING LUMBER COMPANY, LIMITED

been built is one of co-operation. Every employee, by making good, has the privilege of becoming a shareholder in the company and no one else but an employee can be a shareholder. Fourteen men, most of them skilled lumbermen, now hold stock in the concern.

In addition to the general manager, Mr. Cushing, the following shareholders, who have been instrumental in making the success of the company's business, are active in its affairs: James Shaw, vice-president and yard superintendent; John W. Dingle, sercetary-treasurer and superintendent of credits; George Egleston, city sales manager; Geo. W. Dale, first accountant; Thomas A. Dingle, manager

at Edmonton where he entered the firm of Cushing Brothers, Limited, established by his brother, the Hon. W. H. Cushing. In 1905 he came to Calgary to manage the factories and offices in this city, and in 1910 formed the present company, the business which has meant much to the development of Calgary.

In 1911 Mr. Cushing was honored by election to an aldermanic position and as chairman of several council committees accomplished important ends for the betterment of the city. Mr. Cushing is a member of the executive

is the purchasing agent and resides in Vancouver while Paul Provine is travelling salesman for Alberta and has made many friends for the company which he so ably represents.

Fred C. Henderson, another shareholder is now completing a course in Toronto University preparatory to taking a position of responsibility with the A. B. Cushing Company. He is an especially capable young man and spent one year in the business college in Calgary. He will return in the spring to join the company.

The National Hotel

Popular Hostelry in East Calgary, Operated on Modern Lines by Frank R. Webster, Pioneer Hotel Man of the West.

ALGARY has been the chosen city of thousands of working men who have been attracted to the metropolis through the unusual advantages offered the expert who devoted his energies and push to the work of his employer. Publicity campaigns have been waged, looking to the establishment of large factories and industrial institutions in this city and province. These factories have been established and the men who are required to operate them have been employed.

Calgary has one man who, perhaps more than any other hotel proprietor of the city, has been instrumental in providing homes for the toiler who is so necessary to the industrial growth of the metropolis. That man is Frank R. Webster, proprietor of the National Hotel, at the corner of Tenth Street and Tenth Avenue East, located in the heart of the industrial forms.

trial district of East Calgary.

For more than 10 years Mr. Webster has been in the hotel and cafe business at Calgary and Olds. He has finally decided, however, that he can be of greater assistance to the community by providing a home for the working man of Calgary than by operating in other circles.

His comfortable hotel is at this time the gathering place of hundreds of mill workers, railway foremen, railway shop superintendents, sawmill experts, mill designers and heads of the corporations which employ hundreds of men in East Calgary.

Lunch and dinner time finds the diningroom, booths, lunch counter and grill room of the National Hotel, capable of seating 70 people, crowded with the leading business men and other toilers of East Calgary. Troubles of the day and time are discussed over the lunch and dinner at the National Hotel by shop and mill foremen, railway superintendents, and leaders of the professions of the industrial district of the city.

The secret of the popularity of the National Hotel may be briefly stated—Frank R. Webster and L. E. L. Lussier.

Combination of the efforts of these two men, the proprietor and the manager of the institution, has resulted in attracting the patronage it is now accorded. For 10 years Mr. Lussier has been in the hotel business in Alberta. He was the former proprietor of the Sanitarium at Banff and is thoroughly versed in the intricacies of the hotel and restaurant business.

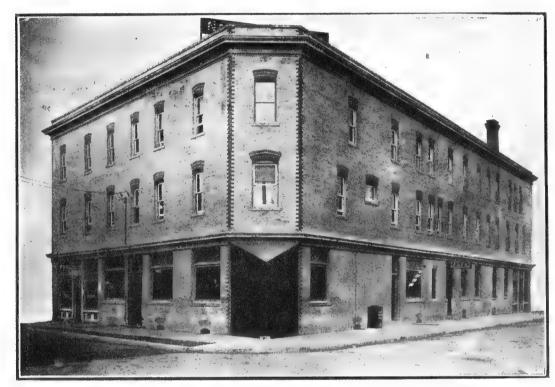
Twenty-five employees are busy at all times of the day, and a large part of the night, attending to the wants of the patrons of the National Hotel. Mr. Lussier, the manager, who was also formerly bookkeeper for the Calgary Hotel Company when that concern owned the Imperial, Royal and Grand Union Hotels, has direct supervision over the institution at all times, and is at all times looking to satisfy the most exacting demands of his patrons.

Three and one-half years ago Mr. Webster took charge of the hotel, securing a five-year lease with an optional five-year extension. So successful has he been in conducting the business that his list of guests has daily been up to the capacity limit. The three-storey brick building, 75x120, has become known as one of the most popular resorts of East Calgary, the dining-room, with its especially superfine ser-

vice, being one of the attractive meeting places of that portion of the city. Four immaculately clad, attractive young women attend to the wants of diners at the National Hotel diningroom. Three private dining booths are operated in connection with the main dining hall, and the cuisine and culinary service has become one of the most-talked-of features of the popular hostelry.

In connection with the hotel and dining-room, a modern buffet and bar room is operated. John Taylor has charge of this end of the business and has been instrumental in building up the business to such an extent as to make the National Hotel bar one of the most homelike meeting places for gentlemen in the city. Rowdyism is absolutely forbidden in any form, and seldom is an intoxicated person seen about the hotel or bar.

Another secret of the success of Mr. Webster in his hotel enterprises has been his intense interest in municipal affairs in cities where he has been located. Mr. Webster has become one of the leading business men of Calgary through his civic activity, and has at all times been alert to recognize a laudable movement for the betterment of Calgary.



THE NATIONAL HOTEL (Frank Webster, Proprietor.)

Stanley B. Ramsey

Painter
Decorator
and Home
Beautifier
Who is Lending
His Talents
to the Upbuilding
and Development
of Calgary in
Making the
Village a Model
Metropolis of
Handsome
Homes and
Business Houses



ALGARY as a city of substantial homes has gained a reputation of permanency endowed with abilities to attract the seeker for that which goes to aid the development of the community—the environment which serves to morally and mentally uplift and enable the resident to reach those heights of culture and refinement found only at the fireside of the substantial citizen. A citizen's value to the community is measured by the amount of effort he gives to the upbuilding of its institutions and the character and result of his business dealings.

Of this class of men Calgary is justly proud of Stanley B. Ramsey, decorator and painting contractor, through whose efforts and the endeavors of his expert corps of assistants the most pretentious homes of the city have gained added beauty.

When a stripling of fifteen years Stanley Ramsey became imbued with a desire to wield a brush but in the wielding he little surmised that in a few short years he could occupy a position second to none in the province of Alberta as the leading decorator, painter and designer. During the 19 years he has been in the business Mr. Ramsey has not allowed his energies to wane or his efforts to drop behind the times. Unlike many men who call themselves competitors, Stanley Ramsey has kept abreast of the progressive procession and because of that fact his services are demanded by the majority of home builders of Calgary.

In 1903 Mr. Ramsey cast his lot with Calgary, grasped the opportunity offered by the growing city and set to work with the assistance of two men to lay the foundation for the business which is today a monument to his careful, conservative business ability. At that time he occupied a small store building on Tenth Avenue while today his place of business at 817 First Street East houses a stock of wallpaper of every design, paints, brushes and every material necessary for beautifying of the home and office, valued at nearly \$30,000. Aside from this, he employs a salaried working staff of about 30 men and with the increase of building activities is constantly adding to this force.

Wall papers carried in stock by the Stanley B.

Wall papers carried in stock by the Stanley B. Ramsey retail store invite comparison and competition. From England Mr. Ramsey imports the highest class of papers direct. These articles are placed at the very doors of Calgary home builders at the lowest possible cost. Germany also supplies a large proportion of the stock while the large manufacturers of New York, Chicago and Eastern Canada contribute their share to the Ramsey method of upbuilding and beautifying the city.

Prominent homes painted and decorated by Mr. Ramsey and his aides during the last few years have been the palatial residences of Oscar G. Devenish, L. P. Strong, A. J. Sayre, the Devenish Apartments, Bert Stringer, E. Hart Nicholls, A. T. Linton, H. H. Honans, Frederick C. Lowes, F. J. Lawson and a score of others.

The J. B. Royle Supply Co., Limited

Wholesale Dealers in Builders' Supplies whose Work is Shown in Scores of the Largest Structures erected in Calgary during the Last Two Years; the Best of Tile, Brick, Steel and Other Materials Being Furnished.

ONSTRUCTION of a metropolis is dependent upon factors which enter into the intricate, rather than the lowly and easily solved problems of the builder. Metropolitan strides toward success are dependent upon the materials at hand with which to accomplish those ends which will attract the homeseeker.

When the J. B. Royle Company, Limited, was established in Calgary four years ago it was with an endeavor to eliminate these unnecessary delays and to assist the contractor and the property owner in the immediate realization of his ambitions.

Half of the larger buildings of Calgary today stand as monuments to the efforts of the J. B. Royle Company to supply the contractors of Calgary with the finest and best of materials at a moment's notice, many of the materials handled by the company entering into the construction of these skyscrapers, schools residences and business blocks, to remain for eons because of their superiority.

In October of the last year the J. B. Royle Company was reorganized, the company now being known as the J. B. Royle Supply Company, Limited, Mr. Royle being president and manager with Mr. R. H. MacMicking as vice president and Duncan Stuart as Secretary-Treasurer.

Whether it be structural steel, cement, brick, lime, tile, fire escapes, elevator enclosures and other build-



THE J. B. ROYLE SUPPLY COMPANY, LTD.

ing specialties the J. B. Royle Company is able to supply the demand of the contractor. Acting as agents for eastern firms enables this concern to place the best of materials on the Calgary market at the lowest possible cost and because of this fact combined with the superiority of the workmanship with the superior goods, the success of the J. B. Royle Company is but in its infancy. One of the best recommendations of the firm may be made through a recital of but a few of the buildings of Calgary which are constructed with Royle handled products. Prominent among the skyscrapers of the city erected during the last two years are the Herald building and the Calgary Furniture Company home, ten and seven stories respectively, the face brick on both buildings having been shipped to Calgary from the Fisk Company factory of New York by the Royle Company. Royle products have also been used in the construction of the Anderson Apartments, the Burns Block at Eighth Avenue and Second Street East, the Canadian General Electric building, the Northwest Travellers building, the Blow block, fire escapes at the Sunalta and King Edward schools, the new police station at the rear of the city hall and three moving picture houses in

When one considers the fact that the company installed 700 carloads of tile in Calgary during the last twelve months, the magnitude of the scope of the J. B. Reyle Company may be imagined. Further recommendation is needless.

United Farmers of Alberta Usher New Era Into Lives of Soil Tillers of the Province

Organization of Agricultural Enthusiasts Shows Remarkable Gain of 700 per cent. in Membership During Four Years Since Its Formation, Buying and Selling Sytems in Vogue Attracting Hundreds of Land Buyers

BREATH-TAKING increase of 700 per cent in the membership in four years is the record of one institution which has headquarters in Calgary, the United Farmers of Alberta, which has grown from membership of 2150 in 1909 to 15,000 in 1913. While this association has been busy recording these memberships, it has been wrestling with the larger questions affecting the welfare of the farmers, influencing governments in shaping legislation suitable to the requirements of the majority, in onganizing the shipping of livestock and dairy produce on standard principles, and in carrying on an effective and comprehensive educational propaganda for the enlightenment of the farmer.

From an inconsiderable, microscopic organization in 1909, with a secretary employing only part of his time on the work, it has come to be recognized as one of the most powerful

To further the interests of farmers and ranchers in all branches of agriculture, to promote the best methods of business, to seek to enlarge and increase our markets, to gather information; to obtain by united efforts profitable and equitable prices for farm produce, and the secure the best and cheapest transportation.

To study and teach the principles of co-operation and to promote the establishment of co-operative societies.

To watch, influence and promote legislation relative to the objects specified in the preceding sections, and to any further matters effecting the farmers' business, and to take any political action necessary for this purpose.

These are the main objects, others being to promote social intercourse and the study of economic and social questions bearing on their interests as farmers. To settle disputes between members without recourse to law when-

the Co-operative Trading Act. The spirit of co-operation has been encouraged to every extent both in trading and in shipping. Many locals have their own trading centres, the members purchasing their goods by the carload, eliminating the middleman, and distributing among the communities at absolute cost.

Co-operation in shipping is counted one of the most important departments of the work and through the locals it has attempted to get the farmers to ship in bulk, cattle and hogs in carloads, and dairy products in quantities. Also it is sought to teach them the advantage of shipping at the proper time in an organized manner rather than through lack of organization, for instance, dumping of their eggs on the market in one day, and then leaving the market unsupplied for a time.

This egg business has been deemed of sufficient importance to create what are known as



EVERYDAY SCENE ON A TYPICAL ALBERTA STOCK FARM NEAR CALGARY Under the tutelage of heads of the United Farmers of Alberta, such farms are becoming numerous throughout the province. Better breeding, better quality of stock and the best of buildings for the proper care of stock are being constantly urged by this organization.

organizations in Alberta, with a large membership, a permanent secretary, with head-quarters in Calgary, and with an unlimited field of activity.

The report of the secretary at the close of the first year submitted in January 1910 showed membership fees received \$1073, which meant a total membership of 2150.

Today its membership stands 15,000 and its 607 "locals" are scattered all over the province. It is an outgrowth of two associations, the Alberta Farmers and the Society of Equity, which amalgamated in 1909 as the United Farmers of Alberta with headquarters at Innisfail and with E. J. Fream as secretary.

The basis of its activities were then laid down, and it was agreed that its objects should be as follows: ever possible, to take into consideration any member's case of grievance, hardship or litigation and to defend its members as far as might be possible and just.

According to Secretary P. P. Woodbridge, although the membership is now 15,000, this is only 25 per cent. of the farmers benefitted by the work of the association.

Perhaps the chief work has been legislation procured from the Provincial Government which creates the Co-operative Elevator Company, making it possible for the farmers to operate their own elevators at the smallest margin of cost. Other legislation it has backed are: the Sale of Farm Machinery Act which gives the farmers a much fairer show in their dealings with the implement companies, and

"Egg circles." If the eggs were shipped on a standardized principle it is felt that the gainers will be both the farmers and consumers, for a more equitable price would be maintained all the year round, rather than the present alarming fluctuations being experienced. The society seeks to encourage the operation of the Danish system which pays particular attention to the egg production and the mode of shipping. Through standardization eggs could be shipped once or twice per week, keeping the prices regulated and fair.

An outgrowth of the United Farmers Association, too, was the organization which learned how to standardize hay in the southern district and which is now shipping a better grade of hay and which is bringing \$4 to \$6 per ton more than formerly.

EIGHTY-TWO



D. R. Foulds

Sheet Metal Contractor and Manufacturer of Metal Doors, Felt and Gravel Roofing and Other Building Materials Whose Work Has Been a Boon to Calgary Builders.



ALGARY'S wonderful development and achievements along commercial lines has been brought about and aided by a combination of factors based upon the individual ability of a coterie of sturdy men to provide the mate ial with which to accomplish the goal of metropolitanism. Not so many years ago when the city was just doffing its swaddling clothes and taking the first step towards leaving the village stage in the background, it was necessary for the men erecting buildings to ship all their necessary materials to the city from larger eastern and western centres, the delay and annoyance caused by shipping facilities and lack of facilities hindering the growth of the city at the desired pace.

Thanks to the foresight and civic stability of leaders of the city, Calgary now has factories and home industries capable of turning out these building materials and with the saving of time, expense and energy to place these necessaries at the desired spot in the desired tim, the money formerly spent in eastern cities now remaining in the coffers of the business men of Calgary.

Prominent among the institutions established here and an institution which has played an important part in the upbuilding of the city has been that of David R. Foulds, established by Mr. Foulds at a time when the city was crying out for materials and equipment necessary to its growth. At the crucial moment Mr. Foulds established the complete plant at 1335 Tenth Avenue West and this institution is today one of the leaders in its line in Southern Alberta, many of the products turned out being shipped to growing cities of the province and adjoining territory while the

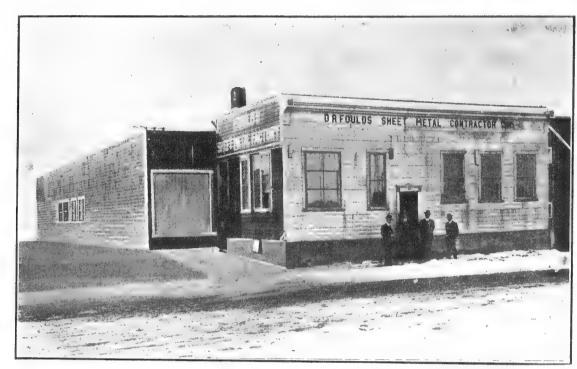
Whether it be a cornice, metal ceiling, fireproof metal windows, skylights, metal doors or felt and gravel roofing, this company is capable of manufacturing the article and placing it at the disposal of the builder in the shortest

majority of them are utilized in the erection of

structures inside the city limits.

it at the disposal of the builder in the shortest possible time from the day the order is placed.

Superiority of workmanship and the use of the been the result. Calgary builders no longer



CALGARY PLANT OF D. R. FOULDS

very best materials in every article turned out by the D. R. Foulds plant has resulted in placing the stamp of excellence on all Foulds building materials. Another factor entering into the success of this company has been the flawless business methods which have been followed since the inception of the company. Mr. Foulds and his associates have determinedly clung to the square deal policy and the maxim that a satisfied customer is the firm's best recommendation and because of these facts combined with the manufacture of the products par-excellence, the success of the D. R. Foulds Company is not shrouded in elements of mystery. Architects of Calgary and the entire province have come to recognize this inherent ability for speed and quality and have entrusted their sheet metal work in its entirety to the workmen employed at the factory. Satisfaction in each and every case has

send their orders and money east for the demanded materials but patronize this thriving,

progressive home industry.

Implicit and unflinching confidence in the future of the city displayed by Mr. Foulds and his associates in the sheet metal industry has been instrumental in making these men not alone successful manufacturers but transforming them into invaluable assets as citizens. Their activities for the betterment of Calgary and their willingness to place their shouders to the commercial wheel to aid the upbuilding of the city has been resultant in reflecting credit upon the city, the Foulds factory and the individuals.

Advertising matter of the Foulds Company speaks truthfully in the declaration "We Know How—Ask the Architect." Demonstration of this knowledge of building material construction has given Calgary a needed enterprise and

industry.



A. L. HESS STUDIO

Successor to E. B. CURLETTE

Calgary's Elite Photographers, Catering Only to the Highest Class of Trade and Turning Out Work of Superiority.



ONSIDERATION of the commercial districts of a metropolis discloses the fact that some establishments, headed by men lacking in the push and energy which means advancement, are willing to trudge along in the beaten paths of original effort and remain at the same old stage until crowded out of the running by more complete and up-to-date institutions which breathe the atmosphere of enthusiasm injected by their progressive proprietors. The monuments to zeal of the owners and credits to the city in which they are located have been made possible by men endowed with business acumen and activity.

When A. L. Hess took charge of the Curlette studio at 124A Eighth Avenue East, formerly owned by E. B. Curlette, a new era was marked in the photographic realm in Calgary and because of the energetic management of this young man, the city has been given a studio surpassed by none in the west in its capability of turning out superior work.

Calgary's transition from a hamlet of the prairies to a metropolis populated by a cosmopolitan multitude, has brought with the influx of population the desire for the better and more cultured things in life. Photographs, produced by experts in such a manner and with such a nicety and depiction of character that the acquaintance feels that the subject pictured might almost speak from the photo paper, have become factors in the home life as well as the advancement of business activities. Treasured pictures of friends and relatives are cherished for years and generations. Photographs such as are produced by the A. L. Hess studio experts have attained such prominence as to place the name of Mr. Hess, the proprietor, and his workmen, high in the estimation of the cultured people of Calgary and the province who take pride in their possession of works of art.

The Hess studio is one of the most complete in the province. Daylight is no longer a



ALMON L. HESS

necessity in the art of the photographer who has equipped his place of business with modern fittings. Mr. Hess has installed an automatic printing machine equipped with a high candle power electric arc light, the timing device being so arranged that the light is automatically shut off when the proper tint is secured. This machine is capable of turning out 400 prints an hour.

The retouching room, where three experts are kept constantly at work, the well equipped dark room, the finishing room and the enlarging room are interesting departments of the Hess studio so arranged as to provide the patron with the last word in photographic achievement. In the enlarging room Mr. Hess has installed a mercury lamp with the violet rays which gives the picture the delicate tints and shades which have made the Hess enlargements famous among Calgary people.

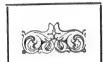
Thirteen years ago the Curlette studio was established in Calgary and during the years it has been identified with the advancement of the city, the studio has grown apace with the industrial centre until today it is the leading gallery of the city. Much of the praise for the popularity of the advancement of the Curlette studio has been due to the work of Mr. Hess. the present proprietor who for eleven years was the right hand man of Mr. Curlette. Perfection in every piece of work turned out has been the slogan of Mr. Hess and the success of the studio has been the direct result. From the small beginning when only Mr. Hess and Mr. Curlette were operating the business, Mr. Hess now employs six men equipped with expert training in retouching and photography and the business has grown to such an extent that nearly the entire upper floor of the building is required to house the gallery.

Mr. Hess makes a specialty of photographing women and children, the delightful natural poses and pleasing attitudes produced by Mr. Hess and his associates bringing gladness to many hearts and homes where the work is displayed.

Calgary in Heart of Alberta Grain Fields



Metropolis of Province Rivals Eastern Centers as Cereal Distributing Hub.



Millions of Bushels of Wheat, Flax, Oats and Barley Marketed Annually Through Calgary Add to Importance of This City as the Industrial Pivot About Which the Commerce of the Province Revolves



ONE OF ALBERTA'S GOLDEN GRAIN FIELDS, TRIBUTARY TO CALGARY



Grain Figures Tell of Fortunes



Comparative grain yields for the past six years show the immense yearly increase in acreage and yield in Alberta.

SPRING AND WINTER WHEAT

Crop area

Total yield

N the heart of the famous Alberta golden grain fields, boasting the only Grain Exchange west of Winnipeg, the head-quarters of many large grain companies and the centre for several of the most extensive mills in the west, Calgary has gained deserved recognition as the leading grain centre of the Canadian West.

Growing more grain and better grain year after year the elevator capacity of the district showing enormous increases in recent years, grain experts are prophesying big things for Calgary. The crowning climax, they declare, will be the opening of the western route by the completion of the Panama canal which will compel the western movement of the grain of both Alberta and Saskatchewan to go through Calgary to be stored, handled, or milled here, making Calgary the Minneapolis of Canada.

Not so much in direct as in the indirect results of the big grain movement to come, do they expect Calgary to benefit. Through Calgary's central position, through the fact that millions of bushels of grain will have to find access to the coast through Calgary, they expect this to become one of the greatest flour milling centres in Canada.

BIG MILLS ARE OPERATING

Already a good start has been made in the completion of the Western Canada Milling Company, and the Robin Hood Mills, each having a large capacity daily. That the government recognizes this as a coming grain centre of importance is shown in the fact that it has made provision for the erection of a terminal elevator with a capacity of at least 2,000,000 bushels. This has been well-timed to coincide with the opening of the Panama canal.

DISTRICT HAS 257 ELEVATORS

The Calgary district boasts 257 elevators with a total capacity of 9,029,000 bushels, representing an approximate outlay of \$1,799,000.

The C.P.R. returns to April 1913 show that there were 183 elevators in the district at that time. Since then there have been erected 43 elevators by the Alberta Farmers Co-operative Elevator Company, Limited, and at least 30 by the other companies. The Alberta Pacific Grain Company, the largest elevator company

	Year	in acres	in bushels								
	1907	207,900	4,194,535								
	1908	317,633	7,094,926								
	1909	429,428	8,467,799								
	1910	592,960	7,904,320								
	1911	940,164	20,066,987								
	1912	1,078,685	19,530,649								
	*1913	1,150,000	21,654,000								
OATS											
	1907	307,098	9,247,914								
	1908	431,145	15,922,974								
	1909	693,901	24,819,661								
	1910	492,589	12,158,530								
	1911	669,827	27,604,983								
	1912	971,969	37,085,234								
	*1913	1,200,000	46,500,000								
		BARLEY									
	1907	54,698	1,082,460								
	1908	77,867	1,949,164								
	1909	107,764	3,310,332								
	1910	90,901	1,889,509								
	1911	103,302	3,037,584								
	1912	225,455	6,287,112								
	*1913	280,000	8,250,000								
		FLAX									
	1907	6,488	50,002								
	1908	9,262	73,762 131,531								
	1909	12,479 15,271	46,155								
	1910	16,549	153,908								
	1911	112,776	1,196,416								
	*1913	500,000	600,000								
			O								
OTHER CROPS											
	1907	742	13,941 32,312								
	1908	1,73 4 1,876	32,170								
	1909	1,540	28,470								
	1910	2,393	44,059								

3,267

4,000

68,647

75,000

1912.....

*1913.....

*Estimated.

in Alberta, owns and operates 140 elevators, erecting 25 last year. Its headquarters are at

Besides that at least 40 elevators involving an expenditure of a quarter of a million dollars will be erected this year, the Alberta Co-operative Farmers Elevator Company announcing their construction of 30 more. This will increase the elevator capacity by another 1,500,000 bushels.

FEED GRAIN TO LIVESTOCK

The yields in the district and the amounts of grain under cultivation have shown vast increases during recent years, but a slight check has been given to this by the fact that the farmers have taken up live stock raising more energetically and soil tillers are studying mixed farming more closely.

An increase of about 15.000,000 bushels was shown in Alberta last year, and early estimates of this year's crop places the yield for 1914, under normal conditions in the vicinity of 100,000,000 bushels.

ALBERTA GRAIN HIGH GRADE

According to experts the grade of grain has developed wonderfully with better and more scientific methods of farming, and last year a better grade was produced in all kinds of grain than was ever known in Alberta before. With few exceptions the grade of grain reached the top notch

Another feature that is giving grain raising an impetus is the removal of the tariff upon wheat. Evidence of this was observed as soon as the tariff was removed as figures indicate.

Exports of grain have received a big impetus during the last year, from the Calgary district across the line. According to returns prepared by United States Consul Reat for his government, the exports of grain from Calgary to the United States in 1913 was \$247,286 as against only \$34,298 the preceding year. This was due in large measure to the removal of the tariff while a partial failure in some crop districts accounted in some part for the astonishing increase.

Grain dealers are looking forward to an unusual development of the trade in the future, as Alberta hard wheat is in big demand in the United States.

Alberta Hard Wheat Wins Many World Prizes



Competitors From Grain Growing Nations Acknowledge Superiority of Soil Product.



New Railways in Province open Countless Acres to Soil Tillers and Promise the Opening of a New Era of Prosperity for Citizens of Calgary and Tillers of the Tributary Productive Area.



BREAKING THE VIRGIN SOD



THE OLD WAY

NDICATIONS are plentiful that there will be an increased area under crop this year on account of the open fall, which was a record mild period in 1913. The fine weather and frost delay permitted of soil breaking operations being continued until well after Christmas, while prospects are bright for an early seeding this year.

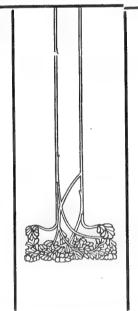
In addition, more ground will be broughtunder cultivation by reason of the opening of many homesteads by the railways which, affording them easier access to shipping points, is inducing the homesteader to put in more extensive crops. Previously long haulage which diminished profits mitigated against extensive crop-growing by homesteaders.

In regard to the raising of wheat, the present tendency is toward intensive farming, rather than extensive. The large wheat farms are being constantly reduced, and where a farmer formerly boasted of his "10,000" acres he now boasts of the quality of his "Marquis" wheat.

PRIZES FOR ALBERTA HARD WHEAT

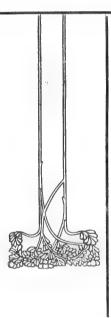
This attitude has been reflected in the large number of prize grain winners, perhaps the most notable of whom is W. J. Glass, of Macleod, who was awarded the second prize in the Shaughnessy Competition in the 1911 New York show against all America, when a Western man, Canadian Seager Wheeler of Rosthern, carried off the first prize, and Henry Holmes of Raymond, who won a \$2,200 steam tractor for the best bushel of hard wheat at the International Dry Farming Congress held in Lethbridge last year.

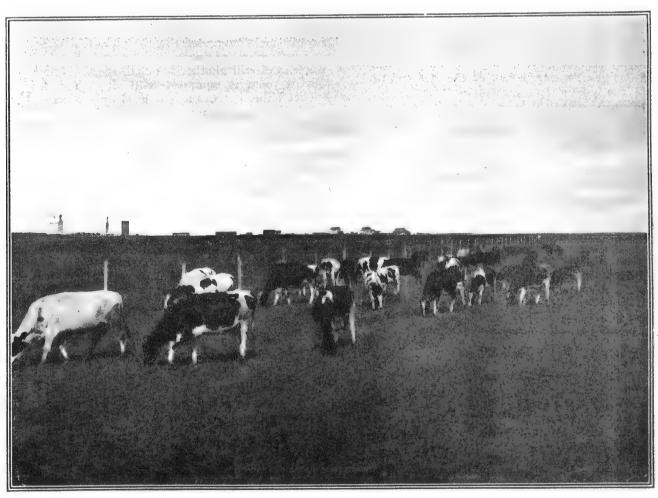
Mixed farming has checked extensive grain raising in some quarters, perhaps just as well for those districts, and meaning increased value to that portion of the country. Where all his land was formerly under crop the farmer now raises just enough for feed. In the aggregate, however, the quality of grain grown steadily keeps increasing and the grain experts are united in the belief that Calgary will within the next decade rank as one of the most important centres for grain in Canada.



SUMMARY OF COMPARATIVE YIELDS SINCE 1907

Year	Acreage	Total yield			
1907	576,614	14,588,852			
1908	837,641	25,073,147			
1909		36,761,493			
1910	1,193,261	22,027,184			
1911	1,732,648	50,907,531			
1912		64,465 ,058			
1913	2,749,000	77,079,000			





DAIRY HERD GRAZING IN CALGARY'S OUTSKIRTS

Y.M.C.A., Power for Good in Calgary, Now Has Membership of More Than 1400

Institution Grows by Leaps and Bounds Through Its Activities for the Betterment of Mental and Physical Conditon of Young Men Who Have Been Attracted to Calgary and the Canadian West by the Many Diversified Resources





the young men of the East by the thousands, has been welding them into its business, professional and trade life, pressing them through the innumerable openings of opportunity to prosperity, there has been an institution that has been caring for them fast as they came, offering in their moments of rest, healthful recreation and opportunities for quiet study and by looking after the individual ceaselessly and painstakingly, has helped make citizens of the best type.

The Young Men's Christian Association of Calgary has accomplished great things for Calgary's development. It has not been content to lie dormant, comfortable and quiescent, and permit itself to be "found." It has injected the western hustling spirit into its various departments, and has gone after the young man not hesitating to show him the advan-

ments the Association has procured a fine site for a new building opposite Central Park, where the permanent home, in keeping with the destiny of Calgary will be put up within the next few years.

The institution now has a membership of more than 1,400. The Rev. Robert Pearson, a power for clean sport in the community, is secretary.

The Calgary building is fully equipped and while it has been overcrowded since its opening, it has conducted a most efficient work among the young men and the boys of the city. A splendid gymnasium, the best west of Winnipeg, with two handball courts, a running track and kindred equipment, provides exercise for hundreds of men and boys under the direction of two physical directors.

It boasts a swimming pool fifty feet long, large enough for the holding of provincial championship contests. A large number of

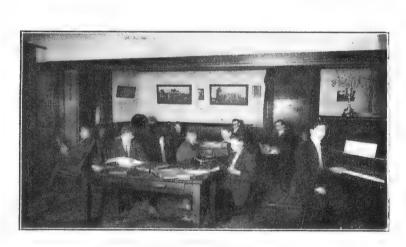
magazines and newspapers from all parts of the continent.

Social and employment departments are also maintained by the association along with a large and effective religious work, the Sunday Afternoon club, which is famous all over Canada as the largest of its kind.

In keeping with the aggressive policy of the Young Men's Christian Association, boys' work receives a large share of attention, and it is in this department particularly where the outstanding work of the association is seen.

This phase of its activities is under the direction of J. M. Sharpe, one of the best known experts on boy's work in the Dominion and it has attained national fame, despite the overcrowded quarters occupied by the boys. There are 400 boys in active membership.

Bible study carried on purely voluntarily as far as the boys are concerned, and in midweek has been the strong point of their activ-



A CORNER OF THE BOYS' READING ROOM



Y.M.C.A. BOYS IN CAMP AT SYLVAN LAKE

tages to be derived from membership in the institution.

In the great western trek of the last eight years the young men predominated. They poured into Calgary and the west in thousands. Calgary was the sorting point where the human cargoes were sifted and distributed, some to remain in Calgary, other to go out into the country districts. In all cases they spent several weeks in Calgary, and their natural drift was to the Y.M.C.A.

Here they were welcomed, here they found rest and recreation in the intervals of their task of investigating conditions in the new country and finding their proper sphere. Building accommodation was taxed and in 1910 an additional storey had to be added to the building.

Calgary has done well by the institution in several campaigns for funds, but it has more than reaped its reward in the betterment of conditions for young men, which reflect through their lives, upon the whole community.

The present building was erected in 1907 following one of these campaigns, and it is one of the busiest buildings of its kind in Canada. Including an addition put up in 1910 it cost \$100,000.

With an eye to further expansion, however, even this addition is not meeting all require-EIGHTY-SIX shower baths augment the usefulness of the pool while out-of-doors are located tennis courts, and still another handball court. The billiard room is equipped with English and Pocket billiard tables and is used by the men only. The reading room is well stocked with

A HAVEN FOR HOMELESS YOUNG
MEN



CALGARY'S Y.M.C.A. BUILDING

ity. Calgary has the reputation of having more boys interested in Bible study than in any other Y.M.C.A. in Canada. Social, educational and physical activities are carried on under a group of young men whose volunteer leadership has made possible efficient work. Game rooms with billiards, checkers, chess and other games that delight the heart of the youth, with tournaments and competitions, make the boys club at the "Y" a lively and popular meeting place for Calgary's lads.

The swimming pool of the boys is popular Hundreds have received education in the informal educational classes that have been organized, or, catching the spirit, nave returned to school or sought further education that they might be better equipped in the battle of life.

The boys' association has been responsible for the creation of the various boys' athletic leagues including the numerous school leagues. Through the adoption of safe, sane and progressive rules together with a decided emphasis laid on clean sport, the best part of the boy has been developed.

Truly, the Calgary Y.M.C.A. in its numerous avenues of activities has filled a big place in the history of Calgary in the last decade. It has been the agency for directing the genius of youth through healthful channels, building up their minds and bodies by the encouragement of clean sport and building them up morally by every incentive for good.

D. E. BLACK & CO., LIMITED

Pioneer Jewellers, Diamond Dealers and Opticians, whose Watch Business as the Largest in Canada • • •

HEN the finest jewelry store in Western Canada, that of D. E. Black & Company, Limited, in the New Herald Building opened its doors to the public, the people of Calgary were given the opportunity of inspecting the handsome premises and stock for the first time of a firm which has grown from a one-man business to one of the largest manufacturing and retail enterprises of Western Canada.

The rise of the firm of D. E. Black & Company, Limited, is an example of what can be done by business acumen and close attention to the interests and requirements of ones' customers. Mr. Black commenced business in Calgary in 1904 in a small store on the site of the present Dominion Meat Market. His capital was zero and his stock in trade consisted of a watch-maker's outfit. Today he is at the head of a business which has forty-two employees, and has the largest watch repairing business in Canada. In 1906 Mr. Black had a staff of five, and moved across the street to a larger store. In 1910 again the growth of the business compelled another move, when the firms present quarters in the Doll Block were secured.

The present quarters of the Black firm means that all departments can be consolidated into one main store. Hitherto Mr. Black has had his manufacturing premises apart from his store, and the new arrangement will greatly facilitate the dispatch of business in addition to permitting the head of the firm at all times to keep a watchful eye on every department.

The main floor of the new store is entirely devoted to jewelry, sterling silver and the watchmaking and optical departments. The latter are both complete and so arranged as to facilitate the transaction of business for the benefit of the store's patrons. The optical department has a commodious corner all to itself on the north side of the store, and privacy for eye testing is ensared all patrons. In the southwest corner are two diamond rooms, where again privacy is assured all customers who wish to purchase or examine high priced gems.

The fittings in the store are all of solid mahogany and were especially made to order for the Black firm. In the basement is a large salesroom for cut glass of which the firm carries a large stock, china, clocks and silver plates. In the rear of the basement is located the factory, where 17 skilled artisans at-



New Store of D. E. Black & Co., Ltd.

tend to the manufacturing end of the business. Running around the entire store is a mezzanine, where are located the watchmakers and the office of the firm.

Each branch of the store is under the management of the department head assisted by several clerks, all of whom are familiar with the affairs of their departments.

The interior of the store presents a most handsome appearance with solid mahogany fittings and
the latest type of jewelry showcases, embodying the
most modern improvements. The electric lights
and other fittings are all in keeping with the general
scheme of decoration, which is rich in its simplicity.
Around the mezzanine are 90 bracket lights while
the three large chandeliers which are suspended
from the ceiling were made to order, so that their
pattern is the same as that used in the plaster
decoration, the latter having been put in especially
with a panel on the pillars on which is raised an
old English letter.

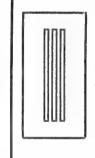
There are seven handsome show windows, four on the Seventh Avenue side and three on the First Street West side. These have been especially designed and are the latest and most up-to-date windows for jewelry display purposes. Stock of the Black store is entirely new, nothing having been moved from the old store. It is without doubt the largest and costliest jewelry store in the west, but at the same time this does not imply that the store is an expensive one to patronize. Owing to the reduction in overhead expenses and the economy made by consolidation of all departments in one store, it is possible for the firm to sell even more cheaply than in the old store. Everything in the jewelry line is carried by the firm from the modest little stick pin to the diamond tiara, costing thousands of dollars. It is by no means an exclusive store and all classes of trade are catered to by the management.

The growth of the firm of D. E. Black & Company is one of the outstanding features of the spirit of Western Canada. This growth is due not only to the keen attention to business detail of the head of the firm, but also to the loyalty and worth of every employee of the business and the firm of D. E. Black & Company, Limited, today holds the place in Canada which is equalled by few businesses of the same character.



General Supplies, Limited

Company Formed by Prominent Local Business Men which is doing its part in Building up Cities and Municipalities of West by Carrying High-grade Municipal and General Supplies.



O swing into line when the procession of progress starts and to keep pace with the parade is an easy task for the man who is on the ground when the parade starts off; but it is a task of a different kind to join the ranks when the parade has passed halfway by, slip into the middle as it were, and then work on up to the head of the line, and finally to lead the procession.

And yet this is what the General Supplies Limited has done in the past few years. Under the able leadership of one of the most prominent business men in the city, this supply company has forged to the front, from a firm with a small beginning it has developed into one of the premier supply houses of Alberta.

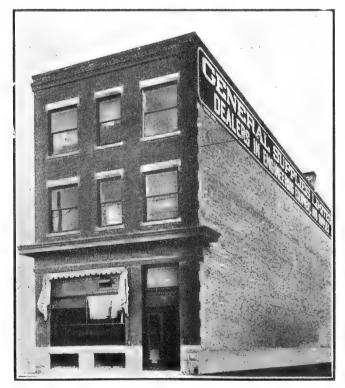
Established a few years ago by Calgary men and Calgary capital, the General Supplies Limited is purely a Calgary concern. When n decided to enter the lists in competition with the houses that had been here for years, it had only the merits of the class of supplies carried and the personal integrity of the men behind the venture to back it up, and yet in the short space of time that it has been in business the General Supplies Limited has established a reputation for carrying only the highest class of material, and has jumped from a three-man concern until it now carries 12 men on its payroll, which averages about \$2,000 per month.

All kinds of municipal supplies are carried by the General Supplies Limited, and the growing towns and cities of Alberta, spending millions of dollars annually in water and sewer pipe and other materials necessary for carrying on the work of progress in the various civic centres, find in the stock of this company everything they require in that line.

But the work of the General Supplies Limited does not stop there. When R. J. Hutchings, president and general managing director of the Great West Saddlery Company, and J. W. Campbell, former manager of the Alberta Portland Cement Company decided to form a supply company in this city, they did it with a definite purpose in view. Both old timers in the west; both keen business men who had watched the progress and development of Calgary and Alberta for years, they realized as few people realize, the importance of having supplies near home

Other lines were added to the long list of supplies carried by the company for the same reason, and today General Supplies Limited handles electrical machinery of all kinds; steam and gas engines; pumps, water and sewer pipes, etc.

But while the stock carried by the company has done much to place General Supplies Limited in front rank among the supply houses of Alberta, the men behind the venture, the men to whom the management of the new concern was entrusted, and the men who made the uphill fight for a footing in the business world of Calgary, are in no small measure responsible for its success.



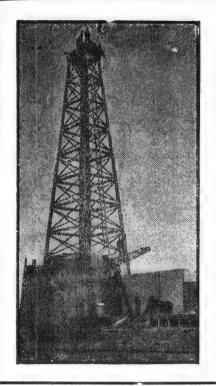
HOME OF THE GENERAL SUPPLIES, LIMITED

And chief among these men is J. W. Campbell, former president of the Calgary Board of Trade, and vice-president and managing director of General Supplies Limited.

Formerly contract manager with the Canadian General Electric Company in Toronto, Mr. Campbell came to Alberta several years ago as manager of the Alberta Portland Cement Company, and with his energy and ability made a success of that venture. Realizing the opportunities for a man to branch out for himself in a growing community, Mr. Campbell interested R. J. Hutchings in the proposal to form a supply company in Calgary, and after he had severed his connection with the cement company, with the assistance of Mr. Hutchings he set about the formation of General Supplies Limited.

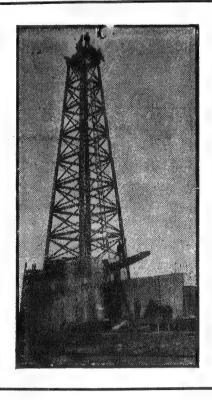
The aims of the company are ambitious. Not only were a full line of supplies to be carried, but technical men with years of experience were to be placed on the staff of the concern so that munici-palities and private concerns who were in the market for any machinery or supplies could have the benefit of the expert knowledge of these men. In this manner F. C. Smallpiece, B.A.Sc., for twelve years with the Canadian General Electric Company at Montreal as assistant manager, joined the forces of General Supplies Limited as assistant manager and chief engineer. With Mr. Smallpiece, F. Stapells was appointed as secretary treasurer, the latter coming to Calgary from Toronto where he had been assistant accountant in the Sovereign bank. Mr Norman Campbell also a graduate of Toronto University and for over four years chief chemist of the Canada Cement Company was appointed as assistant engineer, and Mr. W. G. Hulbert, formerly of the Canadian General Electric Company at Montreal, was made manager of the supply department.

It is due to the energy and enterprise of these men that the company has achieved the successful posiness it holds in the business world of Calgary today. An indefatigable worker for the development and progress of Calgary Mr. Campbell has done much during the time he has been in Calgary to induce new industries to locate here. In his official capacity as president of the board of trade he has fought the battles of the business men of Calgary in a fearless and courageous manner



Alberta Associated Oil Fields, Limited

Calgary Concern, Headed by Men Who Have Chosen Calgary as Their Future Home, Which Owns Oil-Bearing Properties Adjoining or in the Vicinity of Every Company Seeking Oil in the Entire Province



ORESIGHT, combined with determination and tenacity of purpose, has made fortunes for men capable of grasping opportunities presented by the fertile fields of development of Alberta and the Canadian west. Call it intui-

trict and should bear the same grade and flow of the petroleum product.

The larger part of the holdings of the company lie in Townships 13 to 23, Ranges 2 and 3, including properties on Gladys Ridge and surrounding Red Deer and as far north as the

Edmonton district. These lands have all given indications of being underlaid with oil and gas and are offered to the investing public at a par value of \$5 per share, the company being capitalized at \$1,000,000.

Accidental or sentimental meetings of men seldom have a bearing on the formation of companies or concerns of merit which eventually mean dollars to the shareholders, yet this is what has occurred in the organization of the Alberta Associated Oil Fields, Limited. S. Howland, formerly of New York, is president of the company, a well-known man in financial circles in the East. W. H. Lyon is secretary of the company. The young men were schoolmates and now business associates. By chance Mr. Howland and Mr. Lyon met in a Calgary hotel lobby. After a recital of the doings of old days and the renewing of the affiliations it became known that both were interested in the oil lands tributary to Calgary. In the course of several days the company was formed as a co-operative concern, the name telling the story of the method under which affairs of the corporation is operated.

Associated with Mr. Howland and Mr. Lyon are Mr. A. P. Patrick, the vice president; and the following directors, all of whom are well known substantial business men of Calgary: L. P. Strong, one of the best known grain men in the province, D. A. McCrimman and Charles Holliday. In addition to these gentlemen the advisory board of the company consists of a score of lease holders who have placed their holdings in the one company, their payment being taken in stock, the cash necessary for development to be raised by the directors and shareholders. Drilling operations are being planned at the present time and the confidence of Calgary has been placed in the company because of the character of the men who stand at the head of the co-operative corporation which promises much for the development of the district.



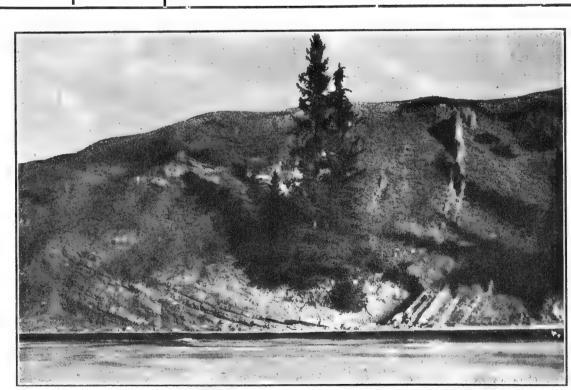
ANTICLINE IN JUDITH RIVER (Belly River) BEDS ON HIGHWOOD RIVER, ALBERTA
—Photo by J. H. Sinclair, M.Sc., Mining Geologist

tion, foresight or ability to peer into the future and grasp those things which in later years mean millions to the investor, the men who have organized and financed the Alberta Associated Oil Fields, Limited, have proven themselves possessed of that faculty.

It was only a few weeks ago that this company placed the stock on the market, and that only after the ground had been carefully inspected and approved by the eminent geologist, Joseph H. Sinclair, one of the best known men of his profession on the continent. Today the Alberta Associated Oil Fields Company controls more than 50,000 acres of the choice oil bearing lands in the province, the lands being located both north and south of Calgary, following the anticline which has already proven to the waiting world that the Calgary field is capable of producing the highest grade of crude oil known to the profession.

Holdings of this company have been chosen through the recommendations of geologists. The lands have been secured along the anticline and adjoining properties of practically every concern formed for the purpose of drilling for oil in the province of Alberta. This fact assures the stockholder in the company that should oil be found in any of the wells in the Calgary region in addition to the Discovery well, properties of the Alberta Associated Oil Fields Company will be in the immediate dis-





SYNCLINE IN JUDITH RIVER BEDS ON HIGHWOOD RIVER, ALBERTA
—Photo by J. H. Sinclair, M.Sc., Mining Geologist

Modern, Sanitary Hotel, Managed by Progressive Business Men Who Have Provided Calgary With an Unusual Moderate-Priced House.

RANSITION of a city from a village to the dimensions of a metropolis brings about business changes and a remodelling of sentiment. The country store becomes the modern department store, the small business pioneer grows into larger lines through careful, conservative, painstaking effort. With the growth of the city the public begins to look for those things to which they have grown accustomed in cities of the size and importance of Calgary. The boarding house and lodging quarters of the pioneer days have passed and Calgary now boasts of the finest in the hotel line in the Dominion. Business institutions have prospered with the community, hotels of magnitude have been erected on the site of the smaller institutions of arly days when the city assumed the proportions of a metropolis these establishments at the same time underwent changes for the better.

Modern conditions have instilled a desire for the best in the minds of the American citizen. The best products of modern effort are demanded by nineteenth century business men and travellers who have been attracted to Calgary and the province of Alberta. To supply the exacting demands of these discriminating travellers is a task. The problem, however, has been solved by A. C. H. LaPierre and George A. Anthony, proprietors of the Grand Union Hotel, one of the most popular hostelries in the city today.

Less than one year ago these progressive young men took charge of this hotel and so great has been their success that the house is crowded from morning until night and the waiting list is at times so long that rooms are engaged several days ahead.

Three storeys of solid comfort divided among 64 rooms. This, in short, tells the story of the Grand Union Hotel. Twenty-five salaried employees are required to attend to the wants and desires of patrons of this house and so carefully are the wants answered that the hotel's popularity has grown by leaps and bounds. Although the building at 319 Ninth Avenue East is one of the landmarks of the city, the interior fixtures are of the most modern and up-to-date. Running water and convenient bathrooms and lavatories are supplied every lodger and the greatest of care is exercised in preparing each room for the occupancy of the guest. Spotless linen is supplied daily and courteous maids, instructed to do everything in their power for the comfort of the guest, are within call at all

The dining room of the Grand Union Hotel is perhaps the one part of the establishment which is given the greatest attention by the proprietors. Six immaculately clad young women of pleasing dispositions are employed in the spacious dining hall which has a seating capacity of 64 guests. The dining room is filled almost to overflowing three times every day, the popularity of the Grand Union



THE GRAND UNION HOTEL

Hotel fare having travelled far. Tempting viands prepared by experts chefs and served by experienced servants are placed before the guest in a most attractive manner. The patron leaves the Grand Union Hotel dining room with a feeling of satisfaction. A dissatisfied guest is too often moulded into a dissatisfied resident of the city and later develops into a confirmed foe of the municipality. The old adage that a man's heart is easily reached through his stomach has proven true on countless occasions.

One of the most modern barrooms in the city is operated in connection with the hotel, Clovie Bray being in charge of that branch of the establishment. Mr. Bray is well known in the city as a beverage expert and the courtesy with which he deals with patrons has won scores of friends for the Grand Union Hotel. Six assistants, clad in spotless linen, aid Mr. Bray in filling the wants of visitors. The barroom is a place where gentlemen congregate and is one of the most orderly gathering-places in the city.

Mr. Anthony, one of the proprietors of the hotel, has for five years been interested in the hotel business of Alberta. He has been in charge of modern, better-class hotels at Medicine Hat, Edmonton and smaller cities of the province and his popularity has spelled his success. His hearty handshake and cheery greeting gives the traveller the homelike feeling when he enters the hotel. Mr. Anthony is a native of Orangeville, Ontario.

Mr. LaPierre, one of the hotel owners, is one of the most popular men in the hotel business in the southwest. He came to Calgary from Edmonton, where he has a host of friends. He is also interested in a hotel at Acme and his careful attention to the comfort of his guests has been the secret of his unusual success.

Both Mr. Anthony and Mr. LaPierre have at all times been aligned with the substantial men of the city. They have taken an active interest in municipal affairs and are listed among the leading commercial captains of this industrial centre.

Parisiam Dye Works

Oldest Cleaning and Dyeing Works in Calgary Have
Just Completed the Most Modern and Up-todate Plant in Western Canada—Located in the
Heart of the Business District on Twelfth
Avenue West .

ALGARY'S remarkable growth during the last few years has brought with it the demands of a metropolitan populace for those things which enter into the everyday life of the resident of the great commercial centre. Transition of the city from the village to the plane of a great city has required the establishment of businesses of modern

institution at a pace abreast of the forefront of the march toward metropolitansm, may be found in the city than that of the Parisian Dye Works, Limited.

Founded seven years ago by Al Hirbur, now a prominent rancher, this company was the pioneer of the business in Calgary. Keeping step with the growth of the community has tested the vitality and business ability of the company but this has been accomplished and so great has grown the

Growth of the west has made possible unusual advancement of individuals. Calgary's history is replete with instances of remarkable development where thousands of dollars have been the foundation on which establishments have been based, but more convincing arguments for the good of the city are found in the ability of the young men to rise to commercial prominence without the aid of fortunes made by friends and predecessors.

Little more than a year ago the Parisian Dye Works, Limited, was incorporated with Mr. Willis as president and manager, Mr. Willis at this time being the sole owner of the company. When Mr. Willis took charge of the company several years ago he entered a field of keen competition, other industries of competitors having been established since Al Hirbur opened the Parisian business. Through sheer force of character and idomitable will power coupled with a determination to win despite all obstacles, Mr. Willis has forged to the front and today his business occupies a pedestal of prominence in the commercial world of Calgary. Endowed with a rare sense of ability to deal with the public, with a personality which wins him dollars and a magnetism which attracts patronage, Mr. Willis has daily added to his business. His methods have been adopted by every one of his 15 employees and garments left in the care of the Parisian Company for dyeing and cleaning are guaranteed to be given the attention necessary to the turning out of firstclass work. Men of expert knowledge who have received their education in large factories abroad are employed by the Parisian Company to handle the garments in the dye pots. Whether it be a fabric of fineness or an article of coarser weave, it is given the same careful attention and returned to the owner promptly in excellent condition.

Five branches are now operated by the company in all parts of the city, the articles left at these branches being collected and delivered by the automobiles operated exclusively for that purpose.

Confidence displayed in the growth of Calgary by the erection of this modern building is typical of the work of Mr. Willis and his ability to grasp opportunities. He has been activity personified, has not been willing to sit idly by and wait for business but has rolled up his sleeves and produced such a superior quality of work that its recognition by Calgary people has been the result. His interest in affairs of the city has been another virtue and as a citizen whose influence is a factor for good, Mr. Willis is among the more prominent.

Parisin Dye Yorks

NEW HOME OF THE PARISIAN DYE WORKS

-The Most Complete Dyeing and Cleaning Plant in Western Canada.

mien, establishments capable of answering every want and supplying every necessity to the exacting people whose desires have grown cultured and refined with the advancement of the city. No greater example of the establishments of a business at an opportune time, and the continuation of that patronage that the erection of a modern building, occupying an entire lot on Twelfth Avenue, just across the street from the Y.W.C.A. building, has been demanded, and today the Parisian is the most up-to-date Cleaning and Dye Works in the Canadian West.

EIGHTY-NINE

William J. C. Madden





Progressive Real Estate Dealer Who is Building Hundreds of Homes in The Industrial Centre of Calgary.





CCORDING to the sound precepts of municipal advancement taught enthusiastic leaders of newly established cities of the northwest by men who have been through the mill," to bring settlers to a district through publicity and correspondence is one thing and to care for them after they arrive is another matter. Calgary has become listed among those cities



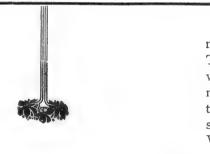
You May Own a Home Like This at Calgary Junction by Paying Only \$15 a Month

of the northwest which have carefully provided for the welfare of the settler who planned to invest his savings in the vicinity of the commercial centre of Alberta. The process through which the settler has been cared for has been bettered through the affiliation of young men of business brains and sound common sense with the movement.

When the Northwest was young and when the land-shark, so-called, was reaping a rich harvest from the eastern investor who placed implicit confidence in the man who told him a lot located in a rock pile was one of the choicest of building lots in a thriving city of several thousand souls, the day of the swindler was at its height. That day's setting sun marked the exit of the wild-cat dealer in real estate whose interest in the future progress of the city of his operations was a minus quality.

In the place of these mail-order, fly-by-night dealers have come a cleanly class of energetic young men, attracted to the city by the impending growth and bringing with them that uprightness of purpose and cleanliness of endeavor instilled into them by teachings of their mothers and fathers.

Prominent among this class Calgary boasts of the citizenship of William J. C. Madden, president of the Dominion Co-operative Realty Company and president of The Alberta Metropolitan Railway Company, which is to be built as an interurban electric line; also a stockholder in several other prominent corporations interested in the industrial development of



In early years Mr. Madden entered commercial life and entered a business in Toronto. Ten years after the doors of that institution were opened by this progressive young business man he came to Calgary after having taken part in educational and evangelistic services in that portion of the province. When he reached the city in 1907 he opened



A BLOCK OF STORES AT CALGARY JUNCTION

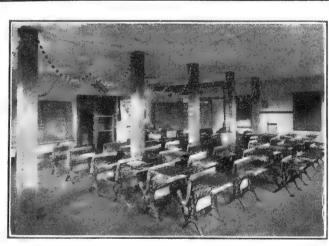
a brokerage and financial business which has grown into the present lucrative business.

Every community has its lean years as well as enjoying the prosperity that comes with the fat ones. During the strenuous times of 1907 when the pessimist felt that the country was going to pot and that the business man, whatever his mental or financial calibre, was the brigand responsible for the theft of his earnings, Mr. Madden founded a system of co-operative real estate correspondence in which the efforts of hundreds of young men and women are now interested. The result has been that Mr. Madden has come in close touch with conditions surrounding town property, farm lands and all manner of holdings throughout the Dominion. He has secured the Dominion copyright for this system he has inaugurated for informing the people of real estate conditions.

Tracts of land which have been located in strategic positions where railways must purchase before entering the thriving city of Calgary have luckily fallen to the lot of Mr. Madden. He purchased Calgary Junction and other subdivisions in the vicinity of the Canadian Pacific shops in the eastern portion of the city which, although but recently completed employ upward of 6,000 men, have proven to the citizens of Calgary that W. J. C. Madden is a man of unusual foresight. A large number of homes have been erected in these subdivisions and settlers employed in the shops and others seeking sound business investments are locating there daily.



W. J. C. MADDEN



SCHOOL AT CALGARY JUNCTION

Calgary and Southern Alberta. Mr. Madden was born in Dresden, Ont., in 1869, his father being one of the pioneers of the district where he was forced to undergo the privations of early day settlers. The son, William, soon became accustomed to the hardships and privations and because of the adversity became better fitted for the battles of life which he was soon to be called on to bear in the western portion of the Dominion.







The First Ten Thousand Feet Factory Building Under Construction at Calgary Junction

School facilities have been provided, streets have been graded and the entire district improved through the activity of W. J. C. Madden and E. P. Madden, who is secretary and treasurer of the realty company. The square dealing and foresight of Mr. Madden have been instrumental in bringing scores of satisfied settlers to Calgary and his activity for the betterment of the city has been a cheering incentive to scores of new residents.

Dr. Neville J. Lindsay

Pioneer Physician Whose Arduous Efforts Have Been Factors in Laying the Foundation for the Metropolis of Calgary and for Outlining Its Present Era of Renewed Prosperity.

HEN THE HOMESEEKER, delving deep for municipal knowledge and seeking data regarding the builders of Calgary, the men who have made the city possible, peers

beneath the surface it is invariably found that the foundations for the large majority of business institutions were laid by sturdy pioneers. When one thinks of the pioneer the thought carries with it a feeling of reverence. The Calgary of 30 years ago, the settlement which was chosen by the stalwart pioneers as their future home and to whose future these men of the plains pinned their faith, has grown to its present metropolitan proportions because of the inherent confidence in the fertility of the soil and the capabilities of the city to reach realms of prosperity with the influx of the expected populace.

Dr. Neville J. Lindsay, M. D., cast his lot with the struggling city during the lean years in 1883, he came determined to stick to the city through thick and thin and his efforts during the years he has striven to aid the civic center to attain metropolitanism have proven the solidity and wisdom of his advice to the hundreds who turned their backs on the city to seek other climes. As one of the pioneer physicians of the district, at times the only doctor within a radius of 100 miles, Dr. Lindsay became the firm friend of the hundreds who traveled far to seek his counsel. As one of the leading citizens of the metropolis, Dr. Lindsay still retains his clientele, although he has practically given up his active work in the profession. Yet still these pioneers whose lives were saved and whose paths were made easier through the professional work of Dr. Lindsay, continue to come to him for advice and medical and optical treatment. Friends of the frontier have never deserted him, while friends of the city are continuing to grow in numbers and influence.

Wise investments in real estate in Calgary and the surrounding district when the city was in its infancy have netted handsome profits to Dr. Lindsay and he is now preparing to erect



DR. N. J. LINDSAY

a commodious business building at Seventh avenue and Centre street, in the heart of the business district. He is the owner of several other large structures and occupies his beautiful home at 503 Centre street, one of the

most attractive in the city when it was erected several years ago.

Life on the frontier has fitted Dr. Lindsay with that physical forbearance and ability to overcome obstacles which would have conquered many a weaker man. His travels in the Yukon district in Alaska, where he has valuable mineral holdings have been considered remarkable because of his age, 65 years, and because of the fact that but one white man preceded him into the district, Dr. Lindsay having secured the properties after advising with Indians who revered his medical and surgical skill.

When Dr. Lindsay set foot on what is now the site of the city on August 14, 1883, Calgary was but a city of tents pitched on the east bank of the Elbow river, citizens camping there because of their inability to secure title to the land now covered with towering business blocks, the eastern portion of the present city being deeded to them by men interested in the C. P. R. service. It was in 1886 that Dr. Lindsay was appointed by the government to attend to the ills and physical tribulations of the Sarcee, Blackfoot and Stoney tribes living on the reservations near Calgary. He held this appointment for more than II years and was later named surgeon covering two divisions of the C. P. R. out of Calgary while at the same time acting as physician and surgeon to the mounted police officers stationed in the city. Dr. Lindsay, born near London, Ontario, on February 17, 1845, was educated at Trinity College, Toronto, and McGill University, Montreal. He took a post-graduate course in New York, where he also was graduated after finishing special courses. In the latter part of 1908 the doctor practically retired to attend to his private interests in Calgary and the tributary territory.

It is to men of the stamp of Dr. Lindsay that citizens of Calgary owe their present advantageous positions and it is to the upright citizenship of such men that all credit for the development of the metropolis belongs.

self in the growing country. Messrs Plunkett &

Savage were the class of men who accomplish results. They did not fear hard work to attain the chosen end and gain the goal for which they were striving and because of their earnest en-

deavor and strict adherence to business principles the number of customers now supplied has grown to its vast proportions, the envy of competitors. Men who have entered the field of competition and

by sheer force of character and determination have won their way, looked upon the modern generation

Another evidence of the rapid growth of the

Plunkett & Savage Company stands out in the es-

tablishment of three branches of the company at



PLUNKETT & SAVAGE

Wholesale Dealers in Fruits, Farm Produce and Confectionery Who Have Built up a Steadily Increasing Business During the Ten Years They Have Been Toiling For a Better Calgary.

as commercial heroes.



ing out the institutions which have been instrumental in the upbuilding of Calgary unless the conscientious critic selects something that stands so far above the average that argument is prohibited. Comparisons are odious, yet there are establishments that by sheer force of merit stand out alone in their distinctiveness as pivotal points and expenses the standard of the standard of the standard out alone in their distinctiveness as pivotal points and expenses are standard or the standard out alone in their distinctiveness as pivotal points and expenses are standard out alone in their distinctiveness as pivotal points and expenses are standard out alone in the standard out alone in the

ISCRIMINATION is difficult when point-

ments that by sheer force of merit stand out alone in their distinctiveness as pivotal points and examples the emulation of which has resulted in strengthening weaker corporations of this thriving metropolis.

The rapid recognition of merit in Calgary, since its pioneer days has been responsible for many of the excellent conditions affecting the life of the city, and has been instrumental in the development and enlarging of humble institutions to the magnitude of concerns covering an ever expanding territory and growing with the progression of the commonwealth.

Ten years ago, two experienced men educated in the school of hard knocks in the wholesale fruit, farm produce and confectionery business, hearkened to the call of the west and seized the opportunities offered by Calgary by opening a small wholesale house with the legend, "Plunkett & Savage," gracing the door. The legend today remains the same but the dimensions of the business have changed to such an extent that the company is today listed among the leaders in the Canadian West. From the small beginning when Samuel S. Savage and Aloysius C. Plunkett conducted their own shipping and attended to the every feature of their small business, the working staff has grown until 40 men are now required to satisfy the wants of the large clientele of satisfied customers who for years have followed the beacon of this proneer firm and have relied exclusively upon them to furnish the best and freshest products the market affords. Their confidence has not been misplaced.

Contrary to an opinion prevalent among those not versed with conditions in Western Canada, nearly everything that has been accomplished in the growth of Calgary has been performed by the men who arrived on the scene when the city was virtually taking the initial steps toward assuming the atmosphere and attitude of metropolitanism. This thread interwoven through the fabric of the civic and business affairs of Calgary has furnished the splendid results to be seen on every hand.

All the world doffs its hat and admires the man who takes hold with both hands, puts his shoulder to the commercial wheel and hews a place for him-



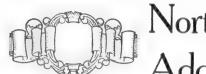
MODERN WAREHOUSE OF PLUNKETT & SAVAGE

Lethbridge, Edmonton and Medicine Hat. At these branches, all tributary to the Calgary mother office, capable men are employed attending to the demands capable men are employed attending to the demands of hundreds of merchants in small towns surrounding the distributing centre. Requisitions of this company may be found early in each season for the best fruits and vegetables the narket is able to provide, and should it be impossible to procure the demanded produce in Alberta, no expense is spared to place the desired article at the door of the merchant after shipping thousands of miles. Importing direct, bananas from Central America, importing direct, bananas from Central America, pineapples from Cuba and Florida, lemons from Messina, Sicily and California, butter from New Zealand and Australia, onions from Australia, New Zealand, Spain and all over the United States, apples from New Zealand and United States, oranges from Spain, Califoria, Spain and Florida, grapes from Spain, California and the points in the United States, honey from Idaho and California, potatoes from points in the United States, tomatoes from Mexico, California and Washington, and many other lines of vegetables and tropical fruits are imported from the above mentioned foreign countries. This firm are also heavy receivers of all lines they carry from Canadian buyers, preferring at all times to handle the Canadian products when quality is

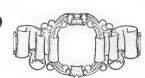
A fully equipped modern cold storage plant is operated in connection with the warehouse. Three floors and the basement are occupied exclusively by the \$75,000 stock carried at 224 Ninth Avenue West, the floor space of 24,000 square feet being necessary to properly distribute the diversified products. Nine travelling salesmen, including three working in Calgary exclusively, pile orders into the home office and promptness with which they are filled has brought much favorable comment from scores of admiring and satisfied patrons.

right. Their motto is good quality at fair and con-

Asphalt, Oil, Gas, Minerals and Other Products of the Rich



North Country Await Transportation to Add Millions to Fortunes of the Province.



Undeveloped Resources of Fort McMurray, Athabasca, Fort Vermillion, Peace River and Adjoining Regions Amaze Experts Who Declare Entrance of Railway and Steamer Lines Means Untold Wealth Poured Into Coffers of Country.

The country of the greatest asphalt deposits the world has ever known; the country of gas where in parts you can boil a tea kettle by simply poking a hole in the river bank and setting fire to escaping gas; the country of oil, mineral springs and copper, the wonderful Athabasca district of Alberta which lies around Fort McKay and Fort McMurray, the counterpart of the grain and ranching Peace River country form the theme of a rare article by an authority on minerals and asphalt, Mr. J. S. Russell

In brief he says this land has sufficient natural resources to ensure the wealth of a nation.

(BY J. S. RUSSELL)

A

QUESTION was recently asked by a correspondent in the States, "What size of a town is Alberta?" We Canadians are highly amused when our neighbors or friends in the Old Land display their complete ignorance of this wonderful

complete ignorance of this wonderful country by asking similar silly questions. But what de we ourselves know of Canada? The prevailing opinion I think is that Calgary is away north and that Edmonton lies somewhere up close to the Pole. As a matter of fact we must go nearly 100 miles north of Edmonton before we reach the geological centre of the province.

Much of the Way By Steamer

In the Spring of 1912 when on my way to the north country by the Mackenzie River transport of the Hudson's Bay Company I made the acquaintance of a young Scotchamn who had been over home on a furlough and while there had taken unto himself a wife These two were on their way to his former post on the Mackenzie. We left the Landing May 7 and he told me he expected they would reach their destination about August 7 to 15. Considering that the greater part of way was by steamer, travelling with the current, and only tying up during the few hours of darkness, it will be readily seen that Canada is not quite the country some of us thought it was.

It is not generally known that grain has been raised and ground into flour for the past ten years or more at Fort Vermillion on the Peace, away north of the districts of the Peace River now being opened up, and it is generally conceded that as a ranching country the territory north of Fort Vermillion—the last home of the buffalo—cannot be

Potatoes Inside Arctic Circle

The finest garden it has ever been the writer's pleasure to see was in Fort McMurray last year, but it is well known that potatoes and other garden truck can be successfully raised inside the Arctic circle. Long days, bright sunshine, and consequently little opportunity for summer frosts, explain the secret.

While a great deal has been written about the Peace River country, little has been said of the great Athabasca country. The one a farming and ranching district, the other almost entirely mineral and timber country. It has been the writer's privilege to spend the best part of three summers examining the asphaltum deposits around Fort Mc-Murray, a few words about these resources may be of interest.

Plateau 200 Miles Wide

I made my first acquaintance with Fort McMurray in the spring of 1911. Leaving the scows by which we had travelled from Athabasca and ascending the steep bank from the river, I found myself on a plateau extending some two miles or more to the south, the clearing in front being occupied by a number of shacks and a few frame houses. "Is this Fort McMurray?" The answer in the af-

"Is this Fort McMurray?" The answer in the affirmative, spoken with a broad Scotch accent, came from a little man who with his wife and three children were the only "whites" to welcome us to this little outpost, destined, I believe, to be one of the great cities of the north.

the great cities of the north.

"Where is the city hall and the cathedral?" was next jokingly asked. "This is the city hall right here" (indicating the old Hudson's Bay Company's 'Fort') "and that is the cathedral over yonder just being built." This latter proved to be a new Roman Catholic church built by the priest in charge and assisted by a lay brother.

Distributing Point for North

I must confess I was disagreeably disappointed by my first impression of this much talked of place, but before I had completed my investigation of the resources of the district around, I was even more enthusiastic about its prospects than the most ardent believer in the settlement.

Great changes have already taken place in Fort McMurray since then. In 1911 it was simply a subpost of the Hudson's Bay Company now it is the chief post of the Athabasca district and distributing point for the whole north country. Large freight sheds, new stores about to be erected, freighters'

quarters, manager's house—all these improvements testifying to the increased importance of the place, from the point of view of the "Ancient and Honorable Company."

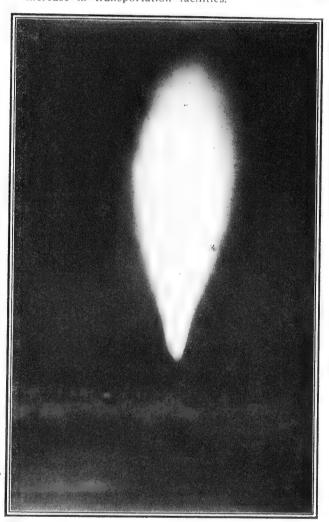
McMurray Has Saw Mill

In 1911 in addition to the company there was but one other trader, now there are at least four others.

At that time lumber had to be brought in from the Landing or from Fort Smith, now the place boasts of a saw and planing mill, while another mill owned and to be operated by the Hudson's Bay Company is on its way over the ice to Fort McMurray. The mill is chiefly for the purpose of sawing sufficient lumber to build the new company's steamer "Grahame," the boilers, steel hull, etc., of which are now on the way from the east.

In addition to the Grahame the company will operate two other steamers just as soon as these can be put into commission. Steamers owned by the Northern Trading Company, Colin Frazer and the Roman Catholic Mission operate in these northern waters.

All this has been brought about by a welcomed increase in transportation facilities.



GAS WELL AT PELICAN PORTAGE

Rapids Bugaboo of Traders

The great bugaboo of the trader in the past has been the 90 miles of Rapids between Grand Rapids and Fort McMurray, but in the winter of 1912 the provincial government cut a winter sleigh road through from House River (a point on the Athabasca south of Grand Rapids and navigable by steamer from Athabasca Landing.

By this means goods taken by steamer in the fall to this point, can be freighted across the portage to McMurray by sleighs, stored there till spring, and again freighted by steamer when the ice goes out, to the distant north.

In spite of this it is just as necessary as ever

to utilize the river and the old means of transportation—running the rapids in scows by the aid of expert steersmen—and to freight every pound possible by water to meet the needs of Indians and settlers of this great northland. Although matters have been greatly improved by increased means of transportation, little has been done to reduce

of transportation, little has been done to reduce the cost of living. With freight rates at from 4½c to 5½c per pound, much yet remains to be done, and this can only be accomplished by means of a railroad. Then who can predict what an enormos trade may be developed along these great waterways.

Gas Well At Pelican Portage

The first indication the traveller has of being in a mineral country on leaving Athabasca Landing by river, is the government gas well at Pelican Portage, some 124 miles (by water) from the Landing. When the writer first saw this well it had then

When the writer first saw this well it had then been flowing for 14 years without a break and was spouting oil at intervals in small quantities. This oil spread all around the well and the place looked for all the world like an old grease factory.

Since then the Pelican Oil & Gas Company has tapped this flow and for the past two years have used it solely for their steam boilers besides utilizing it for cooking and heating the bunkhouses of the workmen.

Pipe Trap Catches Oil

They found it necessary to place a trap on the main pipe to catch the oil spoken of, to prevent it choking up the pipes leading to the boilers and camp.

Further down the river, beyond Grand Rapids where Little Buffalo River joins the Athabasca, there is a strong seepage of gas which, especially at low water, forms bubbles all over the surface of the river and it is possible to boil a tea kettle by poking a hole in the bank and putting a light to the escaping gas.

Any traveller on the Athabasca will corroborate this statement, for few visitors are allowed to miss this feature.

Tar Sands at Boiler Rapids

At Boiler Rapids the first outcrop of the famous tar sands or asphalt is seen but not until the big cascade is reached, is this valuable mineral found in notable quantities.

After crossing an ocean and a continent to investigate these deposits, one whiff of the odor was sufficient to convince the writer that there was no mistake and made him soon confess, like the Queen of Sheba, that not one half had been told of the wonders of the mighty field.

It is perfectly safe to say without fear of contradiction that here in northern Alberta is the greatest asphalt deposit in the known world. Here are resources to make a nation wealthy. Here is the solution of the greatest paving problem on the continent of America—the problem of paving the three prairie provinces of Western Canada, devoid as they are of any other known material for the purpose.

Here, if not another drop of oil be found, is sufficient in these sands, by scientific treatment, to furnish a nation's fleets with fuel.

But is there no other oil in this country? It would be difficult indeed to persuade the geologist, the proprietor, the settler to believe it.

Oil Oozes From Limestone

When one steps into a seepage and is almost soaked to the knee in the stuff, or observes it oozing through fractures in the limestone along the river it is hard to believe there is not some big body of it near at hand.

The drilling that has already been done amply justifies the belief, for oil in various quantities and of various qualities has been encountered and some day soon, we all believe, "the big flow" will be struck.

Reverting to the asphalt deposits. These extend for apparently eighty miles along the Athabasca River and have been traced back east and west for from ten to twenty miles.

Various government estimates place the total quantity at from four-and-a-half billion tons to thirty billion tons, but this estimate only takes into account the pure asphalt or bitumen contained in the lands, whereas in their present form they make the finest form of paving, and constitute a natural asphalt.

Freight Charges Are Heavy

But what is this great body of mineral without transportation? As useless as Crusoe's gold was on the desent island. The small quantity brought out in the summer of 1911 for demonstration purposes, and which it was the writer's privilege to prepare and lay in the sidewalks of Eighth Avenue, Calgary, and Jasper Avenue, Edmonton, this cost about 10c per pound for freight alone, and some that was brought out for the Dominion Government last year cost nearly 15c per pound.

Given a railroad this can be produced at from \$2.00 to \$3.00 per tom and would immediately place upon the market a commodity for which there should be an almost unlimited demand.

McMurray Asphalt On Streets

J. D. McArthur has promised to build at least 150 miles of the Alberta. & Great Waterways Railroad this year. Another year should see Fort McMurray asphalt in use upon our streets and sidewalks, and at no very distant date, upon our main country roads at least, as well.

What more shall I say of this great northland, of its mighty rapids in which hundreds of thousands of horsepower lies undeveloped, of its vast timber limits in which are millions of feet of merchantable timber, besides pulp wood. Of its salt and gypsum as accessable as those asphalt deposits already spoken of. Its mineral springs, its great waterways, its fisheries, its game and furs. Of the copper and gold and other precious metals of the still farther north. All so soon to be commercialized through the advent of the railways.

Who can bespeak the glorious future of this splendid country. Let those who believe adventure it far and wide, helping to introduce the men and money necessary to its great development.

NINETY-TWO

NEW IMPERIAL HOTEL

Popular Hostelry Which Has Been Made the Meeting Place of Pioneers and the Home of Discriminating Travelling Patrons.



THE NEW IMPERIAL HOTEL (John Mosley, Proprietor.)

OTELS of a metropolis of the importance of Calgary are among the best assets of the city. The hostelries may be either an aid to the growth of the district or they may turn skeptical settlers against the community. Service provided guests has much to do with their decision regarding their locating in the territory. Calgary has been fortunate in possessing one of the best hotel systems in the province.

Personal popularity is one of the charms of the successful hotel proprietor. Accommodations serve as a magnet to draw people to a house but the cheering smiles and hearty handshakes of the popular host means much to the establishment.

host means much to the establishment.

Despite the fact that hotels grow old in years, the houses conducted as is the New Imperial Hotel, never grow old in spirit and with men of the genial personality of the type of J. S. Jackson at their heads the houses grow in popularity and are made

the meeting places of the prominent men of the district.

John Mosely, proprietor of the New Imperial Hotel at 302 Ninth Avenue East, is one of the most popular hotel men in the business in the Dominion of Canada. He has turned the business over to Mr. Jackson and spends a portion of his time at the hotel. Mr. Mosely is heavily interested in Calgary real estate. His wide acquaintance and his extensive investments in Calgary property has made his name well known to the resident of the city and to the traveller.

Mr. Mosely has acted wisely in placing the business at the New Imperial Hotel in the hands of Mr. Jackson. For 18 years Mr. Jackson has been in the hotel business and his extensive acquaintance and popularity attract scores of patrons to the hostelry daily. The 60 rooms in the house are filled at almost all times and the dining room, which has a seating capacity of 40 is a magnet which draws crowds to

the hotel three times each day. The culinary service, spotless line and the best in food and drink that money can buy are strong points of the New Imperial dining room.

The three-storey building is in the centre of the business district and is conveniently located with regards to the depot and commercial institutions where the traveller may have business duties and transactions. Both Mr. Mosely and Mr. Jackson give their personal attention to the house and to their exacting methods and close attention to conditions, the hotel owes its present high rating among the travellers of the Dominion.

Twenty-eight people are employed by Mr. Mosely to keep the New Imperial Hotel up to the high standard. Every care is taken in the preparation of the bed chambers. Sanitation, ventilation and beauty of furnishings have been dwelt on by Mr. Mosely in the New Imperial and the observance of these unwritten laws has been the secret of the popularity of the hostelry.

Only 10 of the 60 rooms in the institution are without outside windows. These 10 rooms open on roomy, airy hallways and are in many cases preferable to outside rooms in some Calgary hotels. The house is operated on the American plan, the rates being from \$2 a day up.

Another attractive spot in the New Imperial Hotel is the well-stocked bar which is presided over by courteous, capable attendants. The buffet is a place where gentlemen congregate and has at all times been kept free from boisterous conduct and unseemly actions. Liveried attendants are in charge and the presence of a uniformed officer lends a tone of dignity and security. The New Imperial barroom has yet to be mentioned in connection with any unsavory action requiring the interference of officers of the law. Service desired by epicures is supplied by these attendants at the bar and the courtesy with which patrons are waited upon has made hosts of friends for the institution.

Mr. Mosely is one of the best known hotel men in Western Canada and despite his heavy interests he has found time to devote to sports, shooting and hunt ing. He started in the hotel business under Norman D. Jackson, proprietor of the old Royal Hotel, now closed, in 1897. In 1904 he became manager of the Dominion Hotel, purchasing that prominent hostelry in 1905. He enlarged and improved the building at that time and for five years afterward conducted that hotel

Mr. Mosely is a native of Aurora, Ontario, where he was born on a farm in 1861. He came to Calgary and cast his lot with the city after spending some years in Newmarket, Ontario. Mr. Mosely has always taken a keen interest in sports and is a lover of the outdoor life. Lacrosse and hockey are his favorite games and for many years he was an expert in these branches of athletics. As a hunter of big game he has gained renown and he is known as one of the best live bird shots in the province. For several years he was president of the Calgary Gun Club. His annual fall hunts are the leaven that drives away the business cares of the year and his many heads and trophies of the chase decorate his home and the New Imperial Hotel.

W. R. Brock Company

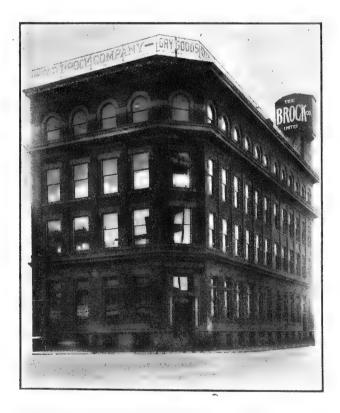
Wholesale Dealers in Dry Goods, Ladies'
Ready - to Wear Garments, Carpets,
Overalls and Shirts, Who Have Established
Their Faith in Calgary by Erecting a
Spacious Warehouse and Suplying Three
Provinces From This Distributing Centre.

ALGARY'S HISTORY, crammed with facts concerning commercial development during the last several years, holds forth interesting features to the skeptic and mercenary critic who has become imbued with the mistaken theory that the city's remarkable growth has been due to influences brought through real estate and other booms and not through consistent endeavor on the part of these men and institutions who cast their lot with the city during the formative period. True it is that Calgary has enjoyed unprecedented prosperity during the last several years and that a portion of this prosperity was brought about through the activity of settlers who have been attracted to Calgary by the tales of wonderful advance-

To reach the crux of the situation, however, the delver into commercial figures must look backward to the time when the foundations for this prosperity were being laid by solid business men and institutions whose foresight and intuition caused them to cast their lot with the city and do everything in their power for the betterment of the community. To these substantial men the city owes its present progressive atmosphere.

Prominent among the leading institutions of Canada which early realized the possibilities of Calgary as a distributing centre and accordingly invested wisely and well in the growing town is the W. R. Brock Company, Limited, of Toronto, one of the largest wholesale dry goods houses in Canada and manufacturers of overalls and ladies' ready-to-wear garments.

Seven years ago Mr. W. H. Berkinshaw, one of the directors of the mother company, harkened to the call of the west and came to Calgary. On his recommendation the monster house was established here. Mr. Berkinshaw, who is now the manager of the Calgary branch,



WAREHOUSE OF THE W. R. BROCK CO.

--Wholesale Dry Goods Dealers

purchased the site of the warehouse at Eighth avenue and Second street west, superintended the construction of the four-storey structure and guided the stocking of the house. The business of the institution today stands as a monument to the ability and business acumen of Mr. Berkinshaw and his associates.

The branch at Calgary, carrying thousands of dollars worth of highclass stock, is one of the only three branches of the company in Canada, this fact being a further testimonial to the confidence of the company in the future of the city as a commercial distributing centre. A large branch is maintained at Montreal, while the factories at Toronto supply all branches with goods at first cost. The entire Canadian West, including British Columbia, Alberta and Saskatchewan, as far east as Herbert, where the freight rates change to the eastern standard, are supplied by the Calgary branch.

Because of the adoption of sound business policies and the determination to supply the hundreds of retail dealers in the district with only superior goods, the business of the W. R. Brock Company, Limited, in Calgary has grown to such proportions as to necessitate the employment of 50 men in the local warehouse.

Filled from top to bottom with the finest weaves and textures of bolt goods, ready-to-wear suits and clothing, dry goods specialties, this warehouse which has a floor space of nearly 35,000 square feet, is the supply point for the discriminating buyers of the Canadian West. Even this large house is not capable of handling the entire stock and a portion of the Tees and Persse warehouse is utilized. Enlargements are contemplated.

When Mr. Berkinshaw came to Calgary first he sold dry goods from samples, and from this small beginning has grown the business of the W. R. Brock Company, Limited, of today. The combination of superiority of products, business-like methods in dealing with patrons, courtesy in salesmanship and promptness in shipment has placed the name Brock in the lead of the progressive procession of business institutions of the Dominion.

EUGENE COSTE

President and General Manager of The Canadian Western Natural Gas Light, Heat and Power Company, Whose Activities as Geologist, Engineer and Citizen Have Given Calgary and Other Citiies of the East and West, Gas, Oil and Fuel for Homes and Great Factories.

ISTORY OF THE DOMINION of Canada when shorn of its expletives, its incidents which are trivial when compared to achievements of the last century, and the honorary occasions which enter into the advancement of a great nation, resolves itself into a recitation of details of personal achievements of men who have followed the course dictated by the courage of their convictions. Turning of yellow, musty pages to delve into the records of the past does not enter into the compilation of data concerning men and methods which have made possible development and achievement. Canada's years have not reached the mark where its history may be regarded as

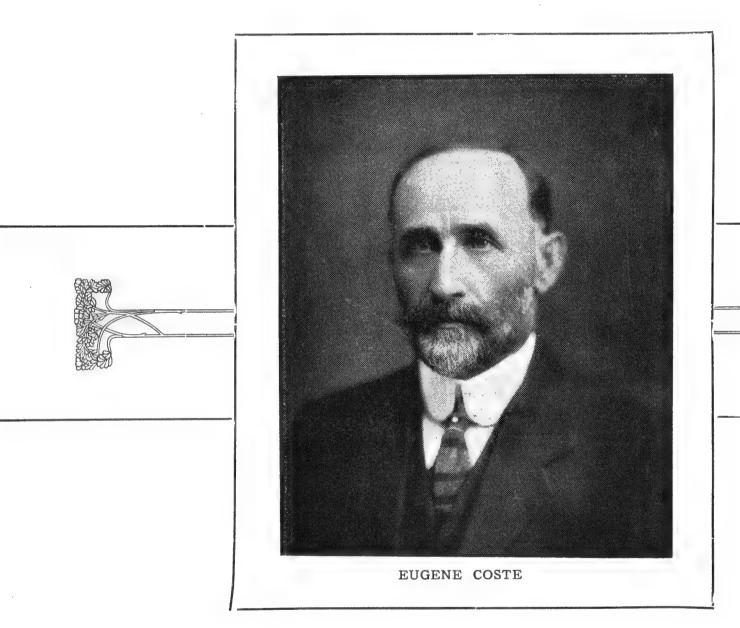
Yet glancing back over the last half century the thinking population sees monuments of personal achievement looming to gladden the march toward progress, the accomplishments to the homes of this metropolis in order that the city may make the strides toward the goal of greater prosperity. Should one man be designated as the greatest factor in the growth of the community and the bringing about of the era of regeneration and metropolitanism, Eugene Coste would be the selected citizen.

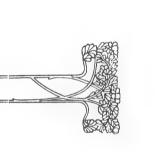
Brief recitation of a few achievemnts of this man whose career has been one of the results, serves to demonstrate to the doubter the position of Mr. Coste. In 1859, on July 8, Mr. Coste saw the light of day in Essex County, Ontario, spending his boyhood in the town of his birth. When but a lad the young Eugene was sent by his illustrous parents to Greenoble, France, near the border line between France and Switzerland, where he received his early education in the government school. Afterward Mr. Coste was admitted after competitive examination to the "Scole

of Walkerville, Sandwich, Petrolia, Sarnia, Chatham, Ridgetown, Blenheim, etc.

At the request of Sir Thomas Shaughnessy, of the C. P. R., Mr. Coste was induced to make an investigation of the Canadian West in 1909, seeking a spot for the sinking of oil wells where fuel might be obtained for the operation of the railway's locomotives. The third well was located near Bow Island, 171 miles from Calgary, on the banks of the South Saskatchewan River. Gas in large volume was struck. Its possibilities for commercial purposes were realized by Mr. Coste. He purchased the interests of the C. P. R., left the employ of the company and formed the Prairie Fuel and Gas Company, which is today the Canadian Western Natural Gas Light, Heat and Power Company of Calgary.

Sixteen wells, all gas producers, have been drilled through the work of Mr. Coste and the mains at the present time have a capacity of





of these men of keen foresight acting as beacons to the homeseeker and traveller of the present day.

Calgary and the surrounding territory has not been populated in a day. Before investors began to place their savings in the village which has since reached the metropolitan stage, it became incumbent upon original residents to provide facilities for the accommodation of these thousands. Residences and, most of all, the light, heat and power to supply the demands of the citizen and the manufactuerr were requisites.

Thanks to Mr. Eugene Coste, president and chief engineer of the Canadian Western Natural Gas Light Heat and Power Company, these necessities have been provided, and not only has he given Calgary these foundation stones for the building of the industrial centre, but has contributed his unusual ability as an engineer and energetic, wholesome citizen to the cause of the city of his choice.

In Eugene Coste this city possesses an asset of such value as to be scarcely realized by the layman. It has been through his untiring efforts that the city has been given the gas supply for heating and lighting purposes, for domestic and manufacturing and power purposes, this product being piped 171 miles

Superieure des Mines de Paris", coming to Canada after his graduation in 1883 to become a member of the Geological Survey of Canada. Then in 1888 he entered the field of activity selected while at school—oil and gas field development. During his days in the institutions of higher education he became a close student of oil and gas, following this course through his years in the universities and continuing the pursuit as his life work.

His ability as an engineer and oil expert were soon recognized. The first year, in 1888, he interested his father in the gas possibilities of the field near Kingsville, Ontario, where a well was drilled and a good gas well struck, opening up what became known afterwards as the Essex gas field, which was piped to Windsor and Detroit. The following year Mr. Coste drilled for gas again in the county of Welland and developed the field which for 19 years supplied the city of Buffalo, N. Y., with gas, until the traffic was stopped by Dominion laws forbidding the sale across the international boundary. This field is now providing gas for Niagara Falls, Welland, etc.

In 1906 he struck gas in Kent County, next to Essex and again piped the gas to Windsor, 40 miles, Mr. Coste still being president in this company. The mains also supply the towns

38,000,000 feet, only 20,000,000 feet being used at the present time. Lethbridge, MacLeod, Claresholm, Nanton, Okotoks and other cities are supplied by the same trunk line which brings the gas to Calgary, the company owning more than 350 miles of pipe line altogether.

Calgary is today being supplied gas for domestic purposes at 35 cents per 1,000 cubic feet in the summer and 30 cents in the winter, and for power purposes at 15 cents, although larger figures are allowed by the city franchise, the company furnishing the gas at a much cheaper rate to large consumers, the average last year for all the gas sold being only 21 cents per thousand.

Mr. Coste was married on October 5, 1887, to Miss Louisa Catherine Tims, daughter of T. D. Tims, of the civil service. Two sons and two daughters, Dillon, E. Frank, Gabrielle and Marie, have blessed the union. Dillon and Frank being associated with their father in the gas company.

It has been activities of men of such sterling worth, with abilities galore to overcome all obstables, and determination to win despite stumbling blocks, as those of Eugene Coste, who have made Calgary the metropolis and Alberta the leading province of the Canadian West.

Canadian Equipment & Supply Co.

Dealers in Builders' and Contractors' Supplies, Equipment and Materials Whose Daily Increasing Business is One of the Best Examples of the Constant Growth of Calgary, in Which They Have Taken a Prominent Part.

NE of the greatest assurances that Calgary's prosperity is permanent and destined to continue for an indefinite number of years is shown in the vast amount of development work going on throughout that portion of the province directly tributary to this industrial centre. With the opening of vast mineral and oil fields, excavation and construction work on all sides, railway building and elevator construction strong financial institutions have found a fertile field for the investment of capital in legitimate enterprises that guarantee

safe and remuneraive envestments.

Hand in hand with these ventures of magnitude, standing in line with the contractor and builder and the greatest aid to the completion of these enterprises looms the progressive dealer in the equipment who steps into the breach and supplies the tools, engines and building material to make possible the successful construction of structures that reflect credit on the city and community.

that reflect credit on the city and community.

In the Canadian Equipment & Supply Company, practically one of the young firms of the city but the one that has forged its way to the front through consistent endeavor, Calgary has an institution of which it may well be boastful. When this establishment of merit opened its doors to the waiting public four years ago in a small building at 309 Eighth Avenue west, the foundation was laid for the leading institution of its kind in Western Canada.

The fact that a busines sinstitution is forced to undergo expansion at the end of its second year of its existence because of the increase and demand for products of superiority handled by that institution, is evidence that it has met with poular favor and found a prolific field of operation. This is the happy condition that has encompassed the Canadian Equipment & Supply Company. Two years ago, just two years after the establishment of the company, business outgrew the warehouse occupied and the handsome three-storey structure now the home of the company was erected on Eleventh Avenue. This beautiful building, one of the most complete in the west, fitted and furnished to fit the business of the Equipment & Supply Company, is a credit to the community and houses a stock of builders' supplies and heavy hardware valued at more than \$50,000.

When T. A. McAuley, president and general manager of the company, conceived the idea of the formation of the concern more than four years ago his foresight pointed out to him the inevitable prosperity of Calgary as a distributing center. He seized the opportunity for investment and the betterment of building conditions in the community



and grouped about him a coterie of staunch business men, equipped with that tenacity and uniformity of purpose which goes to make up a strong corporation,

Clyde hoisting engines, concrete mixers, pile rolled up his sleeves and proceeded to give Calgary one of its most complete institutions. His ambitions have been realized. Associated with Mr. McAuley are A. G. Low, vice-president, who is in charge of the branch of the Calgary firm established at Edmonton, and J. L. Bell, secretary and treasurer whose headquarters are at the mother institution's structure in Calgary. During the four years the Canadian Equipment & Supply Company have been conducting the Calgary business these men have not only placed the establishment in the leader ship of the progressive procession but have attained positions of municipal importance. Their interest in civic affairs and endeavors to aid any movement looking to the improvement of the city and surrounding district have elevated them to pedestals of individuality and esteem.

From the small working force with which business was started, the staff at Calgary has grown to 12 men whose duties are confined to attending to the wants of contractors and builders and supplying them with the best of heavy hardware and materials in the shortest possible time. The day when Calgary builders were forced to send east for their equipment has passed with the coming of

the Canadian Equipment & Supply Company, the required machinery being brought to the very doors of the user.

drivers, orange peel buckets, wire rope and fittings, bridge builders' tools, portable pumps, saw rigs, hoists and chutes, mortar mixers, tile ditchers, graders, elevators, scrapers, boilers and pumps of every conceivable need of the contractor is to be met at the ware house of this company.

Aside from the heavy machinery handled, the company makes a specialty of filling the demands of the home by der and the man who is erecting a business block by supplying him with terra cotta, brick, tile and marble. Fire proof windows, metal lath, coal chutes and stair treads for the home, hotel or commercial structure are at all times kept in stock, as are beaver board, deadening felt, shingle stains and mortar colors, pipe covering, building papers and ready roofings.

The establishment of the Canadian Equipment & Supply Company in Calgary was the signal for rejoicing among residents of the city. It signified the passing of the pioneer day when the convenience of the eastern shipper must needs be awaited before the demanded and required machinery was on its way to the builder. Confidence in the ability of this concern to supply all these modern machines and the twentieth century equipment has not been misplaced.

The Brandon Fire Engine Company

Manufacturers of the Famous "Ever Ready" Fire Apparatus Which is Being Adopted by Many Cities of Southern Canada—Company Headed by Prominent Pioneer Who is Now a Resident of Calgary.

ROTECTION OF THE HOMES and property of Calgary citizens is one of the most important missions of the thoughful municipal leaders of the city. Fire fighting apparatus of the most modern design has been installed by the city and this machinery is being improved constantly to keep the equipment up to the highest mark of efficiency. The hundreds of cities throughout Southern Canada are daily investing wisely in modern equipment to preserve the property and lives of thousands of citizens. The investment is one of the mandatory expenditures.

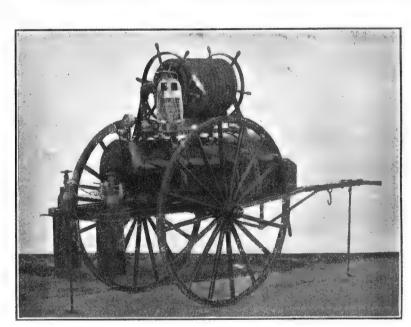
Five years ago John Empey, pioneer of Western Canada, realized the importance of fire fighting apparatus to the modern city and with A. H. McEwan perfected the "Ever Ready" machinery which is being generally adopted throughout the Dominion. A factory was at that time established on a small scale at Brandon, Manitoba, and so rapidly has the demand for their products grown that they now employ 15 men assembling the machinery and preparing the liquid carbonic gas used in the tanks. Mr. Empey who owns the controlling interest in this progressive company is a resident of Calgary and for four years has been one of the leading citizens of this metropolis. Mr. McEwan, president of the concern, is in charge of the plant at Brandon while the selling end of the business is left to Mr. Empey. Offices are maintained in Calgary at 906A Ninth Avenue East where display rooms fitted with samples of the equipment turned out by the factory, have been arranged.

One of the features of the "Ever Ready" fire apparatus is the use of liquified carbonic acid gas as a source of pressure. This gas when discharged upon any article, is harmless. Its extinguishing

One of the features of the "Ever Ready" fire apparatus is the use of liquified carbonic acid gas as a source of pressure. This gas when discharged upon any article, is harmless. Its extinguishing powers are well known. The ordinary acid soda chemical engine of the cli style which is being rapidly replaced by the "Ever Ready" machines, generates carbonic acid gas within the tank by the use of sulphuric acid and soda and when the fluid is discharged, the whole chemical mixture, at many times containing unneutralized sulphuric acid, is thrown out. Scores of instances have been recorded where the acid used in this manner has caused greater damage than the flames. In this newly improved chemical apparatus of the Brandon Company nothing but carbonic acid gas, dissolved in pure water under pressure is discharged.

The factory has made a specialty of placing the "Ever Ready" tanks on old style chemical equipment at a small cost. During the last several months the equipment at Vancouver, Victoria, Vermillion, Olds, North Battleford and Red Deer have been converted to the Brandon improved system. John Empey, vice-president of the company and a resident of Calgary, came west to Manitoba

John Empey, vice-president of the company and a resident of Calgary, came west to Manitoba 33 years ago. When he arrived he had just enough money to purchase a team of steers. By dint of careful management and the following of strict business rules he is now the owner of about 3,000 acres of valuable land in Southwestern Canada.



Type of Chemical Engine Manufactured by the Brandon Company

THE SWANSTROM COMPANY

•

Builders of Many of Calgary's Most Beautiful Homes and Substantial Business Houses.

IONEERS who have piloted homeseekers from many climes and of many nationalities to the fertile fields tributary to Calgary have been the foundation stones upon which the future of the city has been laid. Hardy men who braved the hardships of the plains to establish the city, trail blazers who gave up the luxuries and pleasures of their comfortable homes to open the thousands of homes in Western Canada for the crying need of the eastern populace, are now reaping the harvest.

Business activities of the old settlers are gradually being turned into the hands of the younger men of Calgary and Southern Canada. These men are being guided by the experience, of varied hues, of their predecessors and are swayed by the influence of mentally experienced elders. This influence, however, does not extend to the modern sphere of business activity. Nineteenth century capability is demanded by nineteenth century commercial captains. Prudence and wise advice of the old settler is an asset to the community but the vim and vigour of the young business man is daily demanded to keep the city in step with the march to progress.

When Calgary was ascending to the stage of commercial greatness now being enjoyed, a young



GEORGE SWANSTROM

man whose parents resided in St. Paul, Minn., lent his ear to the story of the progressive people of the west. He wasted no time in starting towards Calgary. When he arrived four years ago the winter winds were chilling and biting blasts met him as he stepped from the train. Undaunted, imbued with the spirit of winning desperate obstacles, the young contractor grasped the opportunity and then and there decided to claim Calgary as his future home. The secret is out. The successful young contractor and builder whose success has been a spur to older men is known to all Calgary and his name is George Swanstrom.

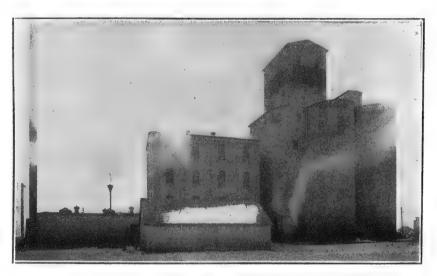
Swanstrom.

Operations of Mr. Swanstrom during the four years he has been in Calgary have been confined largely to the construction of homes. During the time he has been identified with the growth of the city he has erected about 20 residences. His activities, however, have not been confined to residence building. The palatial Hotel Cecil with 55 guest rooms, was completed but a short time ago at a cost of \$40,000. The three-storey structure was planned and constructed by Mr. Swanstrom.

Prominent among the construction achievements of Mr. Swanstrom are the Dafoe Apartments at Thirteenth Avenue and Fourth Street West. The three-storey building has thirteen apartments.

NINETY-FIVE

The Western Canada Flour Mills Co., Limited CALGARY : ALBERTA



THE FLOUR MILL



THE CEREAL MILL

Manufacturers of

Flour, Rolled Oats, Oatmeal, Cereals and Dealers in Grain, Hay and Feed





AMES-HOLDEN-McCREADY CO.





I the near future Calgary is to have another addition to its already large list of wholesale houses, built on the most up-to-date and approved lines, and it is to carry a stock of boots and shoes sufficient to supply the needs of all the retail shoe merchants in Alberta. Everything in footwear from the shoepacks used by the trappers and traders in the northern woods, to the daintiest patent leather for the highest society lady in the land is to be carried in the new warehouse, for the new building is to be the future home of the Ames-Holden-McCready Company, the pioneer wholesale shoe house in

That the wholesale and distributing warehouses now located in Calgary have played an important part in the growth and development of this city is admitted by every business man in touch with the local situation. The big and complete stocks carried, the dispatch with which retailers all through the province and the eastern part of British Columbit can get their orders filled, and the energy and enterprise of the men in charge of these wholesale houses in Calgary have all combined to make this city a business centre of note. They have drawn the attention of merchants all over Alberta and British Columbia to Calgary, and better still, by locating here, and doing business from here, many of the warehouses have forced their competitors to take similar steps, and in such manner have done their part in building up and developing this city.

And one of the pioneers among the wholesale houses here, one of the companies that has helped to make Calgary the city it is today, is the company now known as the Ames-Holden-McCready Company, Limited, of which E. A. Dagg, former president of the Board of Trade and prominent citizen generally, is manager. That Mr. Dagg is the right man in the right place is conceded by his fellow members of the Board of Trade and by the business fraternity generally, and it is largely due to his ability to get business and to hold it, and to his safe, conservative business methods that the volume of trade done by his company now justifies the erection of one of the best wholesale warehouse buildings in Western Canada by the Ames-Holden McCready Company, Limited.

From a one-man business Mr. Dagg has worked up the connections of the company in Calgary and Alberta until 15 people are now in the employ of the Calgary office, with an average payroll of \$1,800 per month. When the new warehouse is built this staff will be increased, for it is the intention of the executive officials of the company to make adequate preparations for the expected further growth of their business here. They are taking time by the forelock, and with the past record of Mr. Dagg and his staff before them, showing that the business of the company is keeping pace with the development of the country, are making preparations for a still further increase in the stock carried here and the volume of trade for which the Calgary office is

Old .Established Wholesale House Which Has Done Its Part in Making Calgary a Distributing Point and Wholesale Centre.



E. A. DAGG

The business career of Mr. Dagg is a good example of what any man, by close application to business, and the exercise of good business methods, coupled with energy and ability, can achieve.

Born at Nayan, Ontario, Russell County, on November 27, 1864, Mr. Dagg was educated in the public schools of that place, and when only 19 years of age he came to Winnipeg to take up a business career. The following year, however, found him back in Ontario, working as a clerk for the

Bronson & Weston Lumber Company of Ottawa, and it was not until 1888, when he again returned to Winnipeg, that Mr. Dagg made his connections with the Ames-Holden Company, Limited.

In the wholesale boot and shoe business Mr. Dagg appears to have found his calling. From the time of his first entering the service of the Ames-Holden Company his rise in their service has been rapid. For seven years he worked in the Winnipeg headquarters, and when, in 1895, the growing business of the company in Alberta and British Columbia made it apparent that another office and warehouse would have to be opened in Calgary to take care of the trade, Mr. Dagg was chosen as the man to open the Calgary headquarters. At that time it was a one-man job, but through sheer hard work, business ability, and energy, the business of the company here has been built up until today the Ames-Holden-McCready Company is regarded as one of the leading wholesale houses not only in Calgary, but in Alberta.

Mr. Dagg remained with the Ames-Holden Company until April 1911, when the amalgamation of that company and the James McCready Company was completed. The directorate of the new company, recognizing in Mr. Dagg the right man in the right place, immediately made him manager, and under his capable administration the business of the company has been growing by leaps and bounds, until it has now been decided to erect a modern warehouse and office building here capable of taking care of the needs of the business being done in this section for years to come.

Always interested in the commercial welfare of Calgary, Mr. Dagg has played a prominent part in all matters in which the growth and development of the city are concerned. His work in this connection and his thorough grasp of the business situation here and in Alberta, caused his fellow members of the Calgary Board of Trade to unanimously elect him president of that organization in 1911, and during his tenure of office Mr. Dagg was indefatigable in his efforts to secure more industries for this city, better freight rates and better conditions generally for the industries already established here, and to build up and develop the city generally in every possible way.

Although the business of his company takes up the greater part of his time, Mr. Dagg still finds, as a member of the new industries committee of the board, an opportunity to keep up the work of securing new industries and manufactories for Calgary, and whenever a convention of unusual importance is being held in any part of the Dominion at which it is essential that the Calgary board be represented, he is always chosen by his fellow members as one of the representatives from this city, while the records of such conventions show that he is generally regarded among the business men of the Dominion as one of the best informed men in regard to business conditions in Western Canada who attend these meetings.

DOWLER & STEVENSON

ARCHITECTS



Pioneer Designers and Builders Headed by Leo Dowler, One of the Best Known Architects in the Canadian West, Whose Work May Be Seen in Nearly Every Large City in This Progressive District

PECIALIZATION in this bustling age has been the magnet which has not only attracted fortunes to men whose foresight and business acumen have elevated them into enviable positions of commercial supremacy, but has made possible the accomplishing of results thought impossible several years ago. Some men acquire a world knowledge of affairs, yet cling to the adage, "One thing at a time and that done well."

It is this type of man that heads the Dowler and Stevenson Company of architects, with offices in the Alexander corner at Eighth avenue and First street west—Mr. Leo Dowler, pioneer architect and designer of Calgary and the leading man in his line in the province. With Mr. Dowler is associated Mr. James Stevenson, an architect with none the less capability than that possessed by his partner and a man who has accomplished remarkable results during the years he has been operating in Calgary.

In 1899 Mr. Dowler realized the possibilities of Calgary and the surrounding district and decided upon this growing city as his home. At the time he settled here the city boasted a population of about 4,000 and was little more than a dot on the plains. In order that he might secure a firmer grasp on his chosen profession, Mr. Dowler followed carpentry work for four years until he had mastered the art. These years of training have been invaluable to him in drawing the plans for interior work on buildings of prominence and it has been because of his practical as well as theoretical and professional knowledge of the details of this work that many men have entrusted him with the task of preparing plans for imposing structures.

For one year after leaving the carpenter work, Mr. Dowler was working with Architect G. M. Lang, the partnership being dissolved and Mr. Dowler entering business for himself. His success has been most remarkable, monuments to his earnest endeavor and his artistic



ST. BARNABAS CHURCH
Designed by Dowler & Stevenson.—A gift to the members by J. H. Riley.

Building of a great city such as Calgary has become is largely dependant upon the underlying principles invisible to the layman. To the unsophisticated, outward appearances are all that count, the outward attractiveness being the force which either interests or repulses the gaze of the traveller. To many first impressions are often the lasting impressions and it is because of this fact that the work of the expert architect may be instrumental in either inducing settlers to invest their money in Calgary or cause them to turn away to seek other climes because of the rough and crude construction of the buildings erected where they had hoped to find works of architectural beauty.

Days and nights of toil and privation have resulted in placing the name of Leo Dowler high in the list of architects of the Canadian west. The story of his rise in the business world has been an incentive to younger men, while the story of his accomplishments in Calgary and the province is the best recommendation of his work.

ability in designing attractive structures lifting their tops toward the heavens in scores of cities of the west. Prominent among the buildings for which he prepared the plans in Calgary are the Samis Block on Eighth avenue, four buildings erected by Dr. Blow for commercial purposes, the Board of Trade building, the Rohl Block, the Bishop Pinkham College, several palatial public schools of the city, the Westminster Block, the Adams and Peers building and several other business blocks. Many are the prominent residences which bear marks of the master hand of Leo Dowler and his associate, James Stevenson. Among these are the homes of E. L. Richardson, E. H. Riley, ex-Mayor Jamieson, A. J. McArthur, and several throughout the province, which are regarded as the show places of the community.

The firm of Dowler and Stevenson stands highest among Calgary's architects, proof of the ability of Mr. Dowler having been recognized by the Dominion government when he was named resident architect for the public works department for Alberta.

Calgary, the City Beautiful of the Dominion Is the Aim of the City Planning Commission

Is the Aim of the City Planning Commission

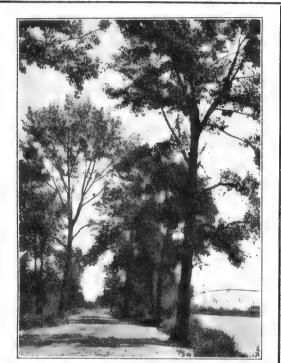
Calgary Pays Thomas Mawson, English Expert, \$6000 to Draw Plans for Making Municipality Attractive–Streets to Be Laid Out for the Future–Civic Centers Are Proposed and Economical Common Sense Lines Are to Be Followed



Scene On the Elbow River

ALGARY will be the first city in the Dominion of Canada to place its future in curb. Calgary will be the first city in the Dominion to adopt the idea of city planning in its truest and largest sense. It will be the pioneer in placing itself in the hands of an expert who will model the lines upon which it is to build and develop, so that in its growing it will not become misshapen, unbeautiful or unhealthy.

While cities all over the continent are bemoaning that they are too big to begin to become attractive, healthy or convenient, that land values have soared beyond hope of purchase for such an experiment of idealism as a "city planning scheme", Calgary, although approaching the hundred thousand mark, and with more traffic per capita on its main thoroughfare than any other city in the Dominion,



RIVER DRIVE AT ST. GEORGE'S ISLAND PARK

has bravely tackled the project, and has created a city planning commission and engaged an expert to place curbing strings on destiny.

While it is all very well for destiny to have some say in furnishing the business, it should not be allowed to so govern conditions that transportation facilities become lopsided, and to place streets where they are desired locally and not generally, and to unevenly distribute parks, police stations and public institutions.

Hire Thomas Mawson at \$6,000

Enthusiasts, aroused by some remarks by that great idealist, Henry Vivian, M. P. for Birkenhead, England, gained the ear of the city council, the planning commission was appointed, financed entirely by the council, and six thousand dollars was contributed as a fee to Thomas Mawson, the celebrated English town planner, for the preparation of a complete

plan, comprehending everything that would contribute to the success of city planning within the next fifty years or more.

Mr. Mawson took the city as it was, took the railroads as they were, knowing they could not be moved, studied the scenery, the rivers, the streets as they are, condemning in plain language the depressing checker-board designs so dear to the hearts of American cities; and left. He has been ten months preparing those plans, but in spite of impatient murmurs, he has hurried not one whit.

Saves Money for the City

The civic centre is an incident. The true city plan, as Calgary is adopting it, does not call for the immediate spending of breathtaking sums to acquire sixteen inches of extra realty for sidewalk purposes along Eighth avenue. It goes far deeper. It deals with the whole life of a city. It deals with streets from the standpoint of beauty and economy. It controls industrial locations. It points out where the people shall live so as not to crowd one another, how they shall live, and by which avenues they shall move about town between essential points with the greatest saving of time. It has been proven that city planning besides procuring all these advantages, is the essence of economy in the long run, making opportune provisions against congested transportation, such as is the curse of older Canadian cities and which is rapidly becoming a serious source of trouble in Calgary.

Suggestions in Pamphlet Form

Mr. Mawson will publish his suggestions in pamphlet form, amplified by fine cuts, showing every detail of the plan he would like to see put into operation in Calgary. The description will be assisted by no less than one hundred diagrams and sketches. It will provide for the civic centre; it will provide for the exact location of bridges over the Bow and Elbow Rivers, for the placing of the city hall that will some day have to be built to accommodate the city of twenty-five years hence, for the public buildings, for fire halls within their own zones where as few as possible can be located without hampering the service. It will show how the river can best be improved for boating purposes; how the coming transportation problems can be overcome by taking time by the forelock and arranging suitable thoroughfares now; how to lay out those portions of the city which have not yet been built upon. It will show the most suitable locations for parks with an attendant chain of drives, how to take advantage of the many natural advantages Calgary possesses for beauty at a With these plans before them in the fullest detail, the work of future councils in wrestling with the development of the town will be rendered comparatively easy.

Centre on Crescent Heights

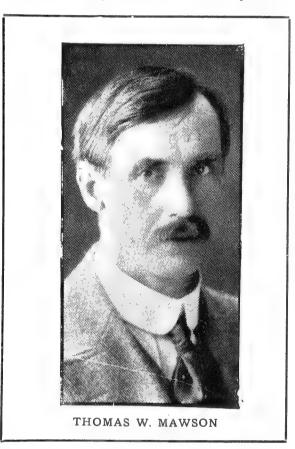
A touch of Mr. Mawson's work may be seen on Crescent Heights, where he has arranged a community centre, with the school as the focal point. His suggestions have been

followed so far as the erection of this school is concerned, and while it does not reveal his general plan for the city, it shows extreme foresight, and augurs well for what is coming.

As far as the railroads are concerned Mr. Mawson has conceded them to be fixtures, and is making the best of them, whether they be bad or simply indifferently placed. He has interviewed representatives of all three roads. The C. P. R. he has seen, with a view to having a Tenth avenue entrance to the depot, in connection with which he has a few suggestion to make, and he has approached the G. T. P. with a view to having their station coincide with his proposed plan.

J. H. Garden Takes Hearty Interest

The planning commission is determined as at the outset to get the best results possible.

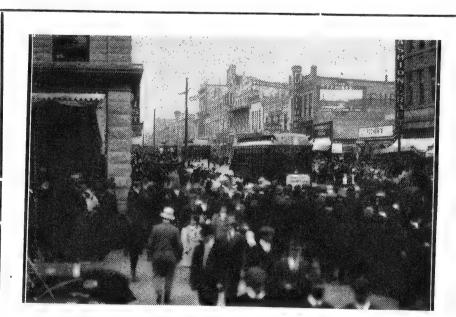


Apart from the secretary, all its members are working for the good of the cause alone. No more enthusiastic chairman could have been chosen than ex-Alderman J. H. Garden, who has it so thoroughly at heart he is devoting the major portion of his time to the task. He is now busy arranging to have a provincial town planning convention held in Calgary in May, at which problems affecting towns and cities of the province will be taken up.

The present personel of the commission is: Honorary president, Mayor Sinnott; president, James H. Garden; vice-president, James W. Davidson, F. R. G. S., executive and finance committee; secretary, T T. John. Added to this active force are a number of committees which are helping materially in their jurisdictions.



SUNDAY AT ST. GEORGE'S ISLAND PARK



A BUSY DAY ON EIGHTH AVENUE

THE JAMES A. ALLEN (Alberta) CO.

Wholesale Fruit and Vegetable Dealers Who Have Already Carved Their Niche as Aides in the Development of Calgary and the Province.

VIDENCES of the rapid and perfect upbuilding of Calgary are shown in the character if its big retail and wholesale houses, the size and completeness of stocks, the many new things brought out for the comfort and luxury of the people and the care and precision maintained in supplying the dealers and consumers with the best the market affords. From grower to dealer and consumer is one of the surest ways of solving the problem of the high cost of living and while this idea is considered Utopian by many it finds expression in Calgary more often than in any other section of the

It has remained for James A. Allen, pioneer fruit, vegetable and wholesale grocer of the famous Coeur d'Alene district in northern Idaho, with his associates not only to become the pioneers in initiating the system in Calgary but to utilize it for the upbuilding of the province and other districts where

he is interested in similar concerns.

Startling changes that have come over Calgary's business life with the last several years challenges credulity at times and it is only when one goes out on a pilgrimage of information that the wonderful work dawns upon him. To the casual observer from the more populous centres of the east and the United States these large establishments are merely the outgrowth of demand but to him who has watched the village grow and expand to the dimensions of a metropolis within a short space of a few years these changes are revolutionary. Evidences of the spirit which has been responsible for this remarkable growth of Calgary are found in the spacious quarters of the James Allen Company at 401 Eighth Avenue West.

When Mr. Allen and his energetic associates harkened to the call of Calgary's prosperity and opened the wholesale fruit and vegetable establishment which is fast gaining popularity and prominence among the leading wholesale concerns of the province, he little surmised that a short time would see the present development of the concern. From the small business opened on a small scale about April 1 of this year, the fruit traffic of the company has grown to such proportions that carload shipments from the eastern centres of the United States and large consignments from points in Canada have been necessary to supply the demands of ada nave been necessary to supply the demands of the James Allen Company for the best in fruit and vegetables. Two travelling salesmen are kept on the road in Southern Alberta and parts of British Col-umbia answering the exacting demands of the dis-criminating people. In the warehouse with a floor space of nearly 20,000 square feet, covering the first floor and the bestment of the building eight men floor and the basement of the building, eight men are employed attending to the shipping and consigning of goods to Calgary and Alberta merchants.

For years before locating in Calgary Mr. Allen was identified with the upbuilding and commercial life of the rich Coeur d'Alene district of Idaho with stores at Wallace, Burke, Mullan and other prominent points where the mining companies and

ESS THAN A CENTURY AGO when his-

uppuilding or pioneer districts, the man of athletic physique but minus the mental faculties, was the man who commanded his weaker companions. The business man was brought from the farm. He was not an expert in his line and depended largely upon social friend.

his line and depended largely upon social friend-ship of patrons to support his institution. Such a

thing as a specialist in a profession was unthought

thing as a specialist in a profession was unthought of. The clerk in the dry goods store or the attendant in the drug store, clothing establishment, or grocery, was but a stripling. His knowledge of the business was meagre and he was unable to answer technical demands of the consumer of his goods with whom he was declined.

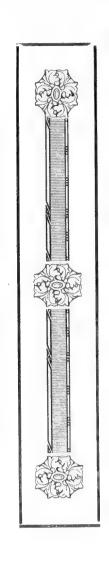
Elimination of the unexperienced man and the employment of the expert has been the natural re-

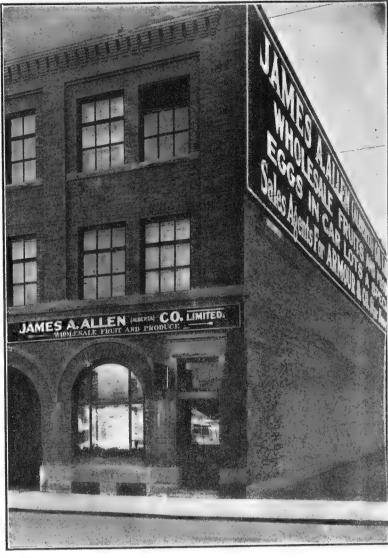
sult of closer study of commercial conditions

with whom he was dealing.

tory was in the making and when brawn was a greater factor than brains in the

upbuilding of pioneer districts, the man of







HOME OF THE JAMES A. ALLEN (Alberta) COMPANY, LTD.

settlers were supplied with the freshest, finest and most modern goods on the market. Only a few months ago this business was transferred to the United Stores Company, one of the largest in the district, and Mr. Allen, still retaining the ownership of the building, came to Alberta to take a hand in the development of this fertile district.

Confidence in the ability of Mr. Allen and his associates to meet the demands of the people of Calgary is shown in the action of the Armour Company in placing in his hands the agency for their products for Alberta. Hundreds of dozens of eggs are being brought into Alberta by Mr. Allen from

eastern centres in carload lots, the farmers of the province being unable to supply the demand. Contrary to the general belief, these eggs are the freshest the market produces and great care is taken by the Allen Company to handle only the freshest and best. Carloads of potatoes, shipments of fresh fruits and the daintiest articles demanded by the discriminating housewife make up the \$20,000 stock carried

by the company.
Associated with Mr. Allen, who is president of the company are C. D. Briggs, vice-president; James R. Wilson, secretary-treasurer, and A. B. Allen, who

is assistant manager.

District.

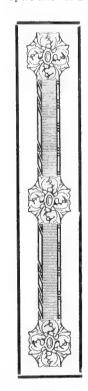
When Mr. Findlay reached Calgary from Pembroke, Ontario, with a few dollars in his purse he little surmised that his success would assume its present proportions. From the "piano-box" sized store he opened in the early days he gleaned a golden harvest and the glistening Rexall drug store now occupies a floor space of nearly 10,000 square

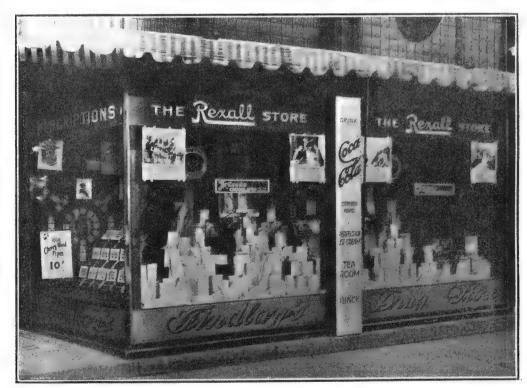
feet and a large part of the basement. Specializing in the drug line, employing expert opticians and experts educated for the filling of germs. The dispensary is cared for in a sanitary

Drug Dealers Who Have Revolutionized the Traffic Calgary and the Southwestern Canadian

In and the dispersary of the drug portion of the store a comfortable room is set aside for the optician.

Mr. A. J. Harrison, a proficient optician, has been engaged by Mr. Findlay to care for the eyes of patrons. The Findlay Company has its own grinding plant where lenses are ground and fitted to the individual eye, and the greatest of care is displayed in fitting spectacles.





JAMES FINDLAY DRUG COMPANY-"The Rexall Store."

When Calgary was a small town of the prairies, throughout pioneers were satisfied with crude methods of conducting business affairs. They did not demand the cream of commercial knowledge and the neatness and exactness which has become one of the necessary attributes of nineteenth century salesmanship. During these days of tribulation James Findlay reached Calgary. He came, not as a drug clerk or as an experienced salesman. Careful cognizance of business development and the increased demands for efficient aid in conducting the business affairs of the district had developed Mr. Findlay. He came to Calgary because of business possibilities and brought with him an efficient knowledge of the drug business. Thirteen years ago Mr. Findlay reached the village after spending a year wintering in California. At that time he wandered about the streets, not homeless, but in an earnest endeavor to reach a decision as to whether he should invest his savings or abandon the city as an undesirable centre. He decided to make Calgary his home and his de-

cision has made his fortune.

Because of the ability of Mr. Findlay to meet the demands of the most exacting, to fill the wants of the most careful physician and care for the smallest and largest needs of the populace his business has grown to a place among the most prominent in the southern portion of the Canadian North West. When Mr. Findlay decided to locate in Calgary 13 years ago he purchased the little drug store of J. D. Templeton which was at that time a portion of the present building occupied by the company. The little store was crudely fitted and carried but a small stock. Patent medicines of a few staple brands, soaps and perfumes and a limited supply of drugs and toilet articles comprised what was then a demure, unrecognized store of Calgary. Business increased with the courtesy and ability displayed by Mr. Findlay and in a short time he employed an assistant and a delivery boy. Today his large, palatial, attractive institution at 106 Eighth Avenue East gives employment to 32 employees and ex-

prescriptions and filling the demands of exacting doctors and surgeons has been the great secret of the success of the Findlay Drug Company.
Glittering show cases filled the best of staple

drugs, attractively displayed cut glass, toilet articles, soaps, perfumes, hospital and sick room necessities and the thousands of articles so dear to the heart of milady greet the store visitor on every side. Each department of the store is in the hands of a proficient expert in his line and the patron is given the most courteous attention and expert service at all

White coated graduates of medical institutions are constantly flitting about the drug dispensary filling prescriptions. This dispensary is one of the most complete in the Dominion. It is enclosed by glass on all sides protecting drugs and chemicals from contamination or infection by dust or fleeting

One of the most popular tea rooms in the city is operated in conjunction with the drug store, neatly clad young women in black and white attire attending to the wants of the fastidious. At the rear of the establishment the soda fountain and tea rooms are located and they are daily visited by gaily-gowned women and tired business men who seek a drop of cooling beverages to sooth their busy

Mr. Findlay has recently erected one of the most beautiful homes in the city at Rosedale, Crescent Heights, commanding a view of the entire city. His business has been successful and his ever-present desire to aid Calgary in its march to the forefront has won him an enviable position among the commercial captains of the city. Without Mr. Findlay and his institution Calgary would be minus one of its most valuable assets.

The Union Iron Works



Foundry Firm Which Has Been Active in the Upbuilding of Calgary and the Southwestern Portion of Alberta.

LOVENLY cities, lacking in that necessary business "punch" which designates commercial activity, minus that industrial activity and conservative common sense which lay foundations for homes

for thousands and devoid of that business acumen which spells success for the settler, have oft-times wondered at the success and unusual growth of Calgary. The pulsating, throbbing city of commercial activity and the amazing results achieved by firms established in Calgary have mystified many of those skeptics to whom the door of fortune has been barred.

Brushing away the cob-webby strands which blind the suspicious eyes of the unbeliever has made converts to the Calgary cause. Young men of vigor, young men of capable business talent, men fitted with the push and energy necessary to force industries to the front-these men associated with the conservatism of men who have been watching the growth of the city for years, have been instrumental in making Calgary the commercial center of the province it is

Investors who have visited the city and who are at this time trouping to this locality in search of homes are at once overcome with the Calgary spirit of hustle and hurry. Speed in business transactions has not removed the accuracy and conservatism necessary to sound institutions.

In the Union Iron Works, one of the leading industries of Calgary, the observer finds a rare and efficient combination of talent.

Ten years ago when the city was a struggling village and Eighth Avenue was but a lane, Edward Knape first set foot in Calgary. He set up a tiny business and succeeded. Today he is president of the Union Iron Works, one of the largest concerns of the kind in Southwestern part of Canada, and is the employer of more than

Two years ago a young auditor, a graduate of the University of Pennsylvania at Philadelphia, heard strange tales of the wonderful strides made by Calgary. A week after these stories had been poured into his eager ears he was on his way to the city where he has made his mark and fortune. This young man, William J. Clay, is now secretary and treasurer of the company. His decision to start into business for himself and devote his energies to his own financial betterment has resulted in listing him among the

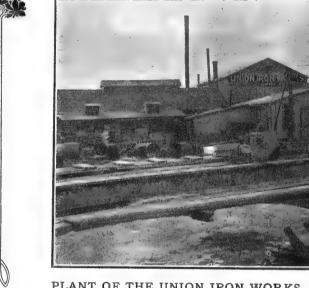
prominent progressive business men of Calgary and Alberta.

The combination of the conservatism of Mr. Knape, his practical and professional knowledge of the business, and his unusual activity in commercial lines with the energetic, throbbing disposition and snappy intellect of Mr. Clay has not only placed the Union Iron Works on a solid business basis but has so increased the business that a change of location and an enlargement of the plant has been made necessary.

Confidence in the ability of the Union Iron Works to turn out the quality and quantity of material desired has induced the city of Calgary to place contracts in their hands for the casting and finishing of scores of articles necessary in paving, lighting, grading and other improve-

casting and professional pattern making are specialties.

Confidence in the heads of this institution which has done much to advertise Calgary as an industrial center has induced several of the city's most prominent men to become identified with the business and to provide necessary funds when required for extensions. Leaders among those who have invested funds in this company are John Steinbrecher, once a shoemaker but now a millionaire, W. M. Gilfoy, prominent capitalist, and H. Drabble. Because of the purchase of the present site by the Brackman-Ker Milling Company, the Union Iron Works being located between the two mills of the company, the foundry will be removed to the two-acre tract just east of the mill where im-





PLANT OF THE UNION IRON WORKS-Plans are now being drawn for the construction of a plant with twice the capacity of this institution.

ment work. The Union Iron Works has produced the pipe casing placed, by ordinance, in every large business house in the city. The valve covers, drain covers, standards for electroliers, water taps and curb guards used by the city have been supplied by this progressive firm. Shipments of structural steel are being received regularly from Antwerp and other producing centers to be converted into demanded forms to be supplied Calgary and Alberta contractors. Pneumatic rivetting, intricate lathe work, careful

proved quarters are to be provided. The 20,000 square feet of floor space now occupied by the company has proven inadequate for the growing business of the concern. The industry established in 1909 at the confluence of the Bow and Elbow Rivers has grown to such proportions through the expert management of Mr. Knape and Mr. Clav that its owners are listed among Calgary's leaders in industrial development and because of their ever-present desire to assist in making a better Calgary their names have gained more than local prominence.

William Henry

Calgary Pioneer Whose Wisdom in Making Investments in Business Property Has Resulted in Profits to the City and to Mr. Lee, His Holdings Being Scattered Over the Busy District of the Entire Metropolis.

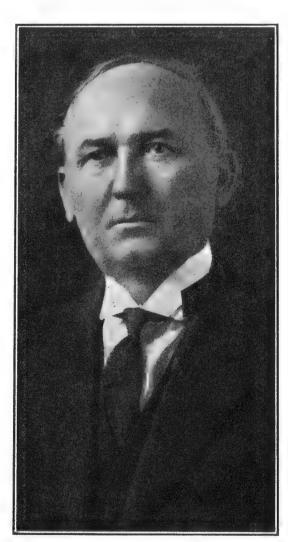
by Calgary the last few years which have been blessed by prosperity and ideal conditions for actual advancement, lies the foundation of solidity placed by the early settlers who selected the city and its surrounding territory as the scene of the future operations. Burdens of many of these pioneers who have fought a good fight and won laurels for themselves and for Calgary are gradually being placed upon the shoulders of their sons and other energetic young men capable of carrying on the financial warfare in which their fathers have been engaged for many years. Again, there are several sturdy pioneers who set foot upon the site of Calgary before the metropolis was thought of, who are still active in the business world, handling their own properties and aiding the growth and betterment of the city they helped to start, at every opportunity.

NDERLYING the success achieved

Such a man is William Henry Lee, one of Calgary's most prominent and philanthropic pioneers, one of the men who have been instrumental in placing Calgary in its present prosperous position and one of the men who invested wisely in early days and is today the proprietor of a score of ideal business sites in the heart of the commercial district of the metropolis.

The story of the checkered career of Mr. W. H. Lee reads as does a modern novel of adventure.

He was born in the Township of Ross, County of Renfrew, December 19, 1856, and left home in April, 1879, going by the way of Chicago and St. Paul, down the Red Deer ONE HUNDRED



WILLIAM LEE

River by flat-bottomed boat, arriving in Winnipeg in June, 1879.

He then engaged in the carriage business, sold out at Winipeg in 1882, and driving by way of Fort Ellis and Alkali Plains, arrived in Moose Jaw, where he filed on a homestead and pre-emption. Mr. Lee has the distinction of being the first man to put in a crop of grain in the Moose Jaw district.

In 1883 he drove from Moose Jaw to Calgary when it was a village of tents and when I. G. Baker's store was at the confluence of the Bow and Elbow Rivers. He later returned to Moose Jaw, and again left Moose Jaw for Calgary in 1885, staying in Calgary a short time, when he went west into the mountains and engaged with Sir William McKenzie in the construction of bridges.

He returned to Calgary November 10, 1885, and started in the carriage business, continuing that business to the year 1909, when he retired. At the present time he is handling his own estate, Mr. Lee being a large owner of central property in the heart of Calgary.

Mr. Lee was married in 1880, has five children, all western born, one being born in Winnipeg, two in Moose Jaw and two in Calgary.

He joined the Bow River Masonic Lodge in 1894, and is also a prominent member of the Independent Order of Foresters.

Mr. Lee and associates are planning the erection of a business block on Fifth avenue in the spring. It has been men of such high ideals and sound business policies who have been responsible for the upbuilding and advancement of Calgary.

Homelike Hostelry Headed by Capable Men Who Have Filled a Long-felt Want Among Travelling Men and Homeless Workers of Calgary by Supplying a Cozy Resort Permeated With Fellowship.

ODERN conditions in Calgary, following the transition of the city from the village of the plains, having engendered a desire for the better products of modern effort and for the comforts made possible by twentieth century skill and the

coterie of men that provide these things accomplish that place in the scale of commercialism aimed at by the thousands who start, but gained by the few who success, through courageous business endeavor

and tact.

Listed among the successful business men of a metropolis of the commercial importance of Calgary, which has been forced forward in a few short years through the earnest endeavors of sturdy pioneers and settlers endowed with the remarkable degree of foresight, there are some men who stand out above their competitors because of their ability to grasp opportunities and not only turn these opportunities into dollars but at the same time aid the develop-

ment of the municipality.

In this class of men Calgary boasts of the citizenship of C. J. Cote and H. P. Bell, proprietors of the Hotel Cecil, 401-403 Fourth Avenue East. Although these energetic solid business men have been residents of Calgary less than two years they have already attained a position of esteem and respect which many institutions have striven for years to reach—and this because of their close attention to business and the insistence upon every guest at the Hotel Cecil being given the best the hostelry

During the two years these gentlemen have been at the head of the Hotel Cecil they have been instrumental in bringing scores of settlers to Calgary. First impressions go a long way toward forming the ultimate impression of a city's greatness. upon the minds of the homeseekers and for this reason the hotel plays a prominent part in the formation of that favorable impression which in a short time causes the guest to invest and cast his lot with

Be it stranger or Calgary citizen who enters the portals of the Hotel Cecil he is at once impressed with the atmosphere of good fellowship which permeates every nook and cranny of this popular hostelry. The atmosphere has been created through the efforts of Mr. Bell and Mr. Cote, both men whose greeting and handshake alone is conducive to

immediate and lasting friendship and whose efforts have resulted in giving Calgary one of its most mod-ern and homelike hotels.

Just far enough away from the city to eliminate the din and noise, but at the same time located so as to be within easy walking distance of the C.P.R. station and the commercial district, the Hotel Cecil hase become the permanen' home of many men who

European plan and the day has yet to come when the rooms are not in demand to such an extent as to make housing late comers a puzzle to the management. Every guest, however, is given attention and in every instance receives the best obtainable in the hotel.

When Mr. Cote came to the Canadian West from Fort Fairfield, in the chilly, wooded New England



THE HOTEL CECIL

have become prominent in the business life of

A comfortable, cozy dining room, so decorated as to be soothing to the eye and restful, where daintily spread tables are so arranged to seat about 50 guests is one of the assets of the hotel and thrice daily this popular room is filled with the long line of satisfied guests of the Hotel Cecil. The cuisine and service is the best obtainable and particular attention is paid by the proprietors to the satisfaction of all who patronize. The hotel is operated on the

State of Maine, he became enamored of the future of Calgary and its district and after he and Mr. Bell had for several years conducted a hotel at Claresholm they decided upon casting their lot with this commercial center. Their implicit faith and confidence in the city has not been misplaced and because of the business methods adopted in the operation of the Hotel Cecil, their business has proved successful and they are today listed among the progressive, commercial leaders of the community.

REVELSTOKE SAWM

Progressive Lumber Dealers Operating Seventy-Eight Retail Yards in Alberta Who Have Been Prominent Builders of Calgary.

F gold deposits of enormous value were discovered in waste places of Southern Alberta or Southwestern Canada and the call went out for lumber to house the rush of people, the first car of material to reach the scene would no doubt bear the mark of the Revelstoke Sawmill Company of Calgary.

Establishment of 78 completely supplied lumber yards in the province of Alberta and in Saskatchewan, places this company within the call of thousands of settlers who have now been accorded the privilege of dealing with well-established firms and purveyors of pioneer necessities in building lines, and the business of the company has grown to vast

Three railways carry the lumber of the company to all portions of the province and hurry-up calls to scenes of activity have been answered with such speed and accuracy in filling orders that the credibility of the undertaking has been doubted by commercial rivals.

Older corporations have long been leaders in established lines of business in Alberta but to the young man and the young company entering the business district belongs greater credit for making his business compare favorably with the receipts of the institution which has for years had the confidence of the community.

Four years ago when the Revelstoke Sawmill Company took over the business of the Ferguson Lumber Company by purchase, the yards claimed a frontage of only 100 feet on Eighth Avenue West,

while now the Calgary yards have a frontage of while now the Calgary yards have a frontage of 300 feet on Eighth Avenue West, Calgary's prominent business street, and an equal frontage on Seventh Avenue eWst. Thousands of feet of the best lumber produced by the mills of the company are stored in these yards for retail consumption.

With the growth of Calgary as a commercial centre came the increase of business of the Revelstoke Sawmill Company and when the trend of building turned toward the eastward, with the construction of the Orden shops of the Canadian Pacin

struction of the Ogden shops of the Canadian Pacific, a subsidiary yard was established in East Calgary near the Cement plant and the P. Burns Packing establishment. This yard is now furnishing lumber and building supplies to hundreds of residents of the district. Modest residences have been erected and the shop district of the city is repaying the faith reposed in its growth by increasing the receipts of the Revelstake Sawmill Company.

Alberta's reputation as the land of great accomplishments and great works of construction has been enhanced by the erection of the largest dry shed in the province at the East Calgary yards of the company. The huge shed is 150x154 feet and houses

thousands of feet of the finest mill products. Trackage of 600 feet connects the dry shed and yards and supplies the company with all necessary facilities for unloading and economically handling mouldings, lumber, hardwoods, and mill products of all kinds to the door yards of East Calgary residents. Three acres are covered by the buildings and space is provided for loading and unloading twelve box cars at one time.

Careful supervision of business facilities have been instrumental in the success of the company and through their branch yards maintained in small towns in Alberta and Saskatchewan, give to the builder and consumer the very largest assortment and best brades of building material at the lowest prices possible.

Changes for the better in methods of farming in Alberta have worked for the betterment of the lumber industry and other concerns of magnitude in Calgary and throughout the province and is fully recognized by the Revelstoke Sawmill Company. Farmers have found that summer fallowing and deep plowing produces better crops and with the produc-tion of better crops the facilities of the farm are being improved. More substantial buildings are being erected, the houses are being beautified by extensions, barn and granaries are being constructed of more solid material and the tilling of the soil has reached a more substantial basis. With the in-crease of building comes the growth of the lumber, hardware, implement and other lines of business.

The president of this company in Mr. S. H. Bowman, of Minneapolis, Minn., who has operated retail lumber yards for the past 38 years.

The business in Alberta and Saskatchewan is looked after by Mr. F. W. Hess, the general manager, F. E. Sine, secretary, and W. N. Poole, treasurer, and the local yard in Calgary is under the management of Harold D. Ferguson, all of whom have been in this section for many years and spent their entire life in the lumber business.

DOMINION CARTAGE

Alertness and Reliability in Supplying Service to the Public, Combined with Care in Handling of Baggage and Furniture Has Brought Success to This Progressive Concern.

takes noted with both hands and throws 17 teams being operated by the firm, five of these being used on the ranch of 240 acres north of the city.

Delayed trunks and lucases. ning. Full measure of praise is given to the man who by careful, conservative business methods lays the foundation and then erects the commercial structure by dint of hard labor and constant attention to those principles which tend to success.

The Dominion Cartage Company of Calgary has demonstrated how two men, imbued with that fervor which goes to make up a progressive city, may build from a small beginning to one of the most extensive and profitable businesses of a municipality.

Seven years ago Tom Price and H. W. Raybould came westward from Toronto to Calgary seeking their fortunes in the thriving province. Evidence of future prosperity on every side causing them to spend a few of their travelling days in Calgary and they soon organized the Dominion Cartage Company after taking over the holdings of another concern. Both young men, filled with the vim and vigor of the west, they immediately set to work, first announcing to the few men in their employ the business principles on which have been builded the success of the company. Haste but care, promptness and reliability are demanded of all men in the employ of the company and these requisites have been vital in the upbuilding of the business.

When the Dominion Cartage Company was established in Calgary but a few teams were required to do the business of the concern. Popularity of the company, gained through consistent effort,

LL the world doffs his hat to the man who may be judged by the size of the organization at the present time,

traveller, has been alleviated by the systems used by the Dominion Cartage Company, each piece of baggage being marked and checked when received and delivered by the driver. The least possible inconvenience is caused in arriving in the city when the



TEAM AND STORAGE WAREHOUSE OF THE DOMINION CARTAGE COMPANY

traveller entrusts his luggage to the Dominion

Cartage employee.

Special trucks and wagons have been arranged by this concern for the hauling of pianos, household goods and theatrical scenery and effects. Piano moving has been made a specialty and expert movers are kept busy with these padded trucks. Valuable instruments entrusted to the care of these experts are safely transported from one part of the city to another. Residents leaving the city who desire their goods moved and stored will find comfortable and fully protected storage rooms in the basement of the building occupied by the Dominion Cartage Company at 216 Ninth Avenue West. Furniture owned by scores of householders is stored in the basement which has an area of nearly 5,000 square feet.

In order that they may serve the people in the best possible manner and in the quickest time, 35 horses are kept in the city continually, the horses being changed when they have completed their "union" day's work. The stables on Second Street East have proven inadequate for the use of the company and improved sanitary barns are being planned,

to be constructed in a few months.

Another asset of the company is the ranch north of the city where all grain and feed for their horses is grown. That they may give the public the best possible service the Dominion Cartage Company maintains this ranch, which is owned by Messrs. Price and Raybould, providing a resting place for tired steeds and a producing ground for the necessary feeding materials. Horses worked on the drays and trucks are given their regular vacation periods on the ranch and their places are taken by fresh stock.

Alberta Farmers Co-operative Elevator Company Saves Dollars for Soil Tillers of the Province

Government Aids in Maintaining Infant Industry Which in First Year Has Demonstrated Its Ability to Counteract the Influences of Grasping Grain Companies

N INFANT INDUSTRY but six months old, the Alberta Farmers' Co-operative Elevator Company, Limited, with headquarters at Calgary, has been of more effective service to the farmer since its establishment last fall than any other organization launched in the interests of co-operation.

Owning and operating fifty-one elevators, with the prospect of acquiring as many in the near future as will cover the whole grain growing districts of Alberta, it has proven a strong bulwark against the grasping elevator companies in whose mercy the grain growers had been floundering for years.

Although young, having been brought into

That this huge undertaking was handled as well was due to the smooth running system instituted by the organization which permitted of the construction and operation of so many elevators under what might be termed experimental conditions at short notice. The company operated its own construction company, bought material at wholesale, eliminating the middleman, and accomplished successfully the erection of the elevators at a positive minimum cost.

Government Aids the Soil Tillers

The terms under which the Elevator Company is organized are interesting, for they outline a plan whereby the organization is effected upon simple and lucid rules.

point, and subscribe for an amount of stock equal to the value of the proposed elevator, the elevator shall be established by the company in time to receive that year's grain and other farm produce. In addition the company is required in that and succeeding years to operate the elevator.

Cost Is Reduced to the Minimum

Each and every elevator so erected or acquired by the company shall have a capacity of at least 10,000 bushels for every 2,000 acres actually seeded to grain in the calendar year next prior to its erection or acquisition.

Thus it will be seen that the modus operandi followed in floating these local elevator organizations is reduced to the minimum and if farmers demand an elevator from the company and have complied with all the provisions laid down in the act, the company cannot refuse to erect the elevator or make provision for the acquiring of one in the district. Of the fiftyone elevators now owned by the company forty-three were constructed by the company.

The movement has been so popular among the farmers and stood the test so well this fall, spreading satisfaction in every district where located, that the Calgary office is flooded with applications for elevators. The possibilities indicate that another thirty elevators will be erected during the coming year.

Saves Farmer Two Cents on Every Bushel

While the elevator company does not attempt to control prices, as those are a world-wide concern, it is doing the farmers' business at the lowest cost.

Even though the elevators were commenced last season, the close of the first year being in June, it was estimated that the company secured for the farmer a saving of two cents a bushel on an average in the marketing of the grain. This amounts to \$70,000 on the total grain handled through the elevators of the company.

In addition the company has materially reduced the spread between street and track prices. In 1913 the average spread has been from 3 to 3 1-2 cents a bushel. In times past this spread has been known to be as high as 15 cents per bushel.

The company has arranged with the Grain Growers' Grain Company to handle all the grain shipped from the elevators. A farmers' organization itself, it is in a position to handle vast quantities of grain on the most economical basis. It has been estimated by the company that it would be more expensive to ship and market the grain themselves. This would necessitate the creation of a shipping department that would eat up several thousands of dollars annually. The Grain Growers' Grain Company is in a position to secure the best possible market.

Feed and Flour for the Farmer

In addition to marketing the farmers' grain under the most economical conditions, the elevator company has also undertaken to act for the farmer in such matters as the handling of feed and flour. The company enters into a contract for the season's supply of flour, and by purchasing from the miller at the best possible rates, the company, through the elevators, is able to sell the farmer back his grain as flour, at the cheapest price. It is figured that this alone effects a saving of fifty cents a sack to the farmer, which among fifteen thousand already being benefitted by the plan, amounts to no small sum.

The company has also acted as the farmers' helper in other directions, even to supplying fence posts wholesale. The company has also been of use in some quarters in assisting the farmer to market his hogs.

E. J. Fream Brings Success to Company

The original incorporators of the company are William J. Tregillus, of Calgary; Edward John Fream, of Calgary; Joseph Quinsey, of Noble; William S. Henry, of Bow Island; Rice Sheppard, of Edmonton; Edwin Carswell, of Red Deer, and Percy P. Woodbridge, of Calgary, but it is to Edward J. Fream, the secretary, that credit is due for the organization which has made it such a success in the first year of its existence.



HARVEST SCENE IN CALGARY DISTRICT

Left to right: The steam tractor and plow—Sheaves of golden grain—The irrigation ditch—Dollars in the shock ready for threshing—The steam thresher—Another threshing rig—Binder drawn by horses—Battery of five binders drawn by steam tractor.

being at the agitation of the United Farmers of Alberta by the government of Alberta by special legislation last September, it owns properties worth \$480,000, has a present elevator capacity of 1,750,000 bushels, to acquire which the government has aided them with loans according to its own act of \$350,000, and by the time its building up work is completed it will have millions of dollars invested in a solid chain of elevators which will cover every part of the grain growing districts of Alberta.

Few Months of Operation Sign of Success

Its operation to date has been a signal success, no less than 3,500,000 bushels of grain having been handled by the company since September. It is significant to note, illustrative of the efficiency of the management and the quick organization effected, that this was accomplished in face of the fact that it was a building up time as well. Construction on the first elevator commenced September 8 and the last one was completed December 8.

ONE HUNDRED AND TWO

It originated through a commission appointed by the Saskatchewan government to fashion a plan to assist the farmers by co-operative elevators. The suggestion of this commission was adopted by the government and was taken up by the United Farmers of Alberta who urged its adoption by the Alberta government so earnestly that legislation creating the Alberta Farmers' Co-operative Elevator Company, Limited, was passed.

Briefly, it provides for a governmental loan to the extent of 85 per cent. of the purchase or building price of the elevator, interest to be five per cent., and the re-payment of principal to be extended over a long term of years.

It provides that when farmers owning or cultivating an annual grain crop acreage of at least 6,000 acres tributary to any shipping point, prior to the first day of April in any year, in writing, request the directors to establish (whether by erection, purchase, lease or other mode of acquisition) an elevator with sufficient store room attached at said shipping

The Riverside Hotel

66

Popular Hostelry in the Heart of the Industrial District, Home of Scores of Prominent Millmen and Mechanics, Headed by Men Who are Factors in the Growth and Development of the City.

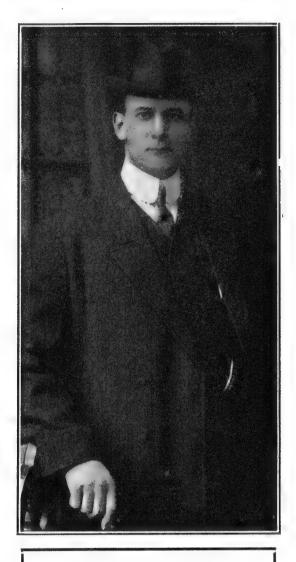
problem that confronts the newcomer to the city and the first question he asks when he alights from the train is where he may obtain lodging and home comforts at reasonable prices. Often he is compelled to take quarters in a hostelry where rates are beyond his means and is then compelled to scout the city in search of a place to make his home. To meet this problem it has been necessary to provide a place where modern comforts are to be had and at the same time at prices that will meet the needs of the working men. In the Riverside Hotel, at Fourth Street East and

OTEL accommodation is the first knotty

the Riverside Hotel, at Fourth Street East and the Boulevard, overlooking the swift-flowing Bow River and located in the heart of the industrial district within easy reach of factories and mills, is found a house adapted to such demands. When the Riverside Hotel was erected by John Kizer nine years ago, the hotel filled a long-felt want in the city and because of its constantly growing popularity it has been necessary to make two additions to the two-storey brick structure. Two years ago the hotel was taken over by Mr.

two additions to the two-storey brick structure. Two years ago the hotel was taken over by Mr. J. Ford McCarney, one of the best known hotel men in the province, Mr. McCarney coming to Calgary from Didsbury, Alberta, where he operated the Alexandra Hotel with success. Under the management of Mr. McCarney the business at the Riverside has assumed proportions of magnitude and the hotel is today the leading home of the working man in Calgary. Absolute elimination of all signs of roughness, the insistence that all guests be received and treated with the utmost courtesy and candor, every want being satisfied and the determination to make the Riverside the ideal rooming house, has been the result of the work of Mr. McCarney.

The 95 guest rooms of the hotel are constantly in demand, prominent mechanics and millmen from all parts of the city making their homes at the Riverside because of the excellent service and surroundings. Absolutely sanitary, the rooms are furnished with the immaculate linen



J. FORD McCARNEY

of a first-class house, while the dining room, capable of seating 65, is one of the most attractive features of the hotel. Three times daily this dining hall is crowded with sturdy working men from the mills of Calgary, men of high ideals who toil with the hands and brains and men who discriminate in their eating places, demanding that their meals be prepared in a manner in keeping with their positions of prominence. The cuisine here is the best the market affords, the wholesome food being prepared in a tasty manner for the brawny toilers who require solid food.

In connection with the hotel Mr. McCarney conducts a well furnished and fitted barroom. Fred Patchell, an experienced liquor man is in charge of this branch of the hotel. Trouble is unknown in the Riverside Hotel barroom, the wine clerks and servers treating each customer with the same gentlemanly manner which distinguishes the employees of the hotel.

When Mr. McCarney secured the services of F. A. Morrell, one of the best known caterers of Calgary, as manager of his dining room and hotel, he added a valuable asset to his business. Before entering the service of Mr. McCarney, Mr. Morrell was in charge of the cafe at the Hotel Cecil and so successful were his efforts there that today the Cecil grill room is one of the best known and patronized in the city. During the several months he has been at the Riverside Hotel his work may be seen on every hand.

Mr. McCarney has earnestly endeavored to give Calgary a hotel catering to the needs of the working man and his success in that endeavor has been unusual. Although toiling incessantly for the comfort of his guests, he has not allowed his business cares to retard his activity in industrial and commercial movements for the betterment of the city. He is ever willing and anxious to assist in any plan looking toward the upbuilding of Calgary and his works have placed his name and that of the Riverside Hotel among the factors instrumental in making Calgary the prosperous metropolis of today.

CALGARY SILICATE PRESSED BRICK COMPANY

Manufacturers of

Sand, Lime, Brick, and Dealers

in Plasterers' Supplies,
Sewer Pipe and Cement
Products Who Have
Been Instrumental in
Building a Better Calgary
and Producing
Prosperity





PLANT OF THE CALGARY SILICATE PRESSED BRICK COMPANY

UTWARD appearance of a city, governed by the character and quantity of materials at hand, in numberless cases is the magnet which draws to that community the substantial homeseeker and adds dollars to the coffers of every business concern within its confines. First impressions are the lasting impressions and the time when four walls and a few shelves, tables and bits of furniture sufficed to serve the needs of the public has passed away. Today we find each structure carrying with it an originality of design and embodying only such materials as give expression to the artistic conceptions of the architect.

Calgary's development has been as much dependupon facilities for building as it has been upon the increase of population and investment. One of the great institutions of Calgary which is the outgrowth of this energy and foresight is the Calgary Silicate Pressed Brick Company. Headed by men possessed with that remarkable business acumen, stability and commercial energy which goes to make up the successful establishment, this company has forged to the front until today the sand lime brick manufactured at the plant in West Calgary has surpassed products that have long been on the market and is being selected by builders because of its superiority.

When the company was organized some four years ago by Geoffrey Silvester, who is now manager, Calgary was in the midst of a building boom and by grasping the presented opportunity the Silicate Brick Company stepped into the breach and found an immediate market for Calgary made products.

Thousands of the bricks turned out at the yards at Seventeenth Avenue and Twentieth Street West, have entered into the construction of the largest buildings in the city, and because of the constantly increasing demand for Calgary brick, extension and improvement of the facilities for manufacture have several times been found necessary.

The plant of the Calgary Silicate Pressed Brick Company is capable of turning out 22,000 per day and when operating at capacity the company employs 30 men at the yard alone while at the ware house at Tenth Avenue and Fourth Street West, six more men are kept busy supplying products demanded by Calgary and Southern Alberta builders.

Besides manufacturing highclass brick the company handles hundreds of feet of sewer pipe monthly, plasterers' supplies and all the little requisites of the construction business. Not so many years ago Calgary was forced to send east and west for the products which are now being supplied by this progressive institution. Contractors have been forced to delay construction work many times to await the convenience of the shipper of brick and terra cotta. The elimination of this aggravating situation has resulted with the establishment of the Silicate Brick plant.

The plant is a model of system and economy. Three acres are used by the concern in the manufacture of their staple products and not only has this concern given to the city materials with which to build, but payrolls for the merchants and the means for erection of pretty homes and the establishment of permanent residences for those who secure a livelihood at the plant.

Under the careful management of Geoffrey Silvester, managing director and secretary-treasurer of the company, this concern has attained the position of the leading brick manufacturing institution of the Calgary district. Associated in the company besides William Pierce, of the Natural Resources Department of the Canadian Pacific Railway, president of the brick company, and Mr. Silvester, are William

Breckenridge, the estate of John Breckenridge, and Thomas Martin, of Calgary.

Crist Bros. Cafe

Ninth Avenue Concern which has entered into the building of Calgary and the development of the industries of the Central City of the Province of Alberta

ERE attraction of people to a community does not constitute the citizenship of which that city is ultimately proud. After those people are brought to the community it is incumbent upon the residents of the community to provide the adequate employment and ability for the heads of those families to earn the dollars which go to feed the mouths dependant upon them. But the one factor which enters into city building is the caring for these heads of families after they have once cast their

lot with the city of their choice.

It has been men of the ability and calibre of the Crist Brothers who have made possible the upbuilding of Calgary by providing places where the working men of the city could secure wholesome food at prices commensurate with the size of their savings. The Crist Brothers have given Calgary one of the most modern eating houses of the city and at the same time have established an institution capable of answering the demands of the most discriminating patron and supplying the wants of the exacting diner.

Remodelling of the cafe operated by Crist Brothers on Ninth Avenue has provided a place for the accommodation of men of merit, where the appetites of toilers may be satisfied with the finest and most cultured surroundings. Dividing the dining room and the spacious lunch counter there is the partition prepared along artistic lines. This partition not only separates the two departments but lends an air of digniy to the cafe.

Because of the location of this eating house on the avenue fronting the Canadian Pacific station it has become one of the most popular of the city and daily feeds hundreds of men of means who in a few months will become factors in the upbuilding and development of this commercial centre. Located in the heart of the city, the Crist Brothers cafe has become a factor in the city's growth which at this time is not to be scoffed at. As an eating house which enervates the city builders, which encourages the municipal toilers and which injects a spirit of enthusiasm for Calgary into the working spirit of the manual toiler, the cafe of the Crist Brothers

has become one of the greatest influences for the growth and development of this commercial centre of Alberta.

Capable of seating more than 75 people, catering only to the better class of patrons, men of means able to pay for their fare, the Crist Brothers cafe has attained a position of importance in Calgary and has gained financial prominence through the words spoken in its behalf by men who have been served at its tables.

Wholesome food, served by men of ability, enters into the growth of a city as much as does the financial development of the metropolis or the construction of buildings and improvement of thoroughfares.

The work of the Crist Brothers in providing these accomplishments has been one of the factors entering into the greater Calgary and is one of the movements which will ultimately make possible the accomplishments of the metropolis which Calgary is now hoping for.

ONE HUNDRED AND THREE

Calgary Horse

Attracts entries from all parts of the Canadian West



Annual Exhibition of Blooded Steeds at Victoria Park is recognized as the Leader of the District.



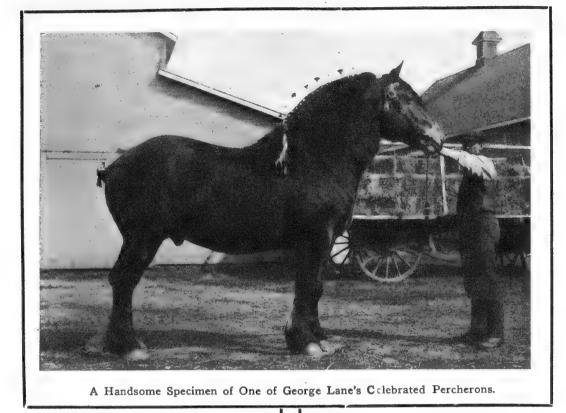
Entries this year number more than 1.400



ALGARY has the best Horse Show in Canada. That may sound a broad statement, but there are the incontrovertible statistics, and the decisions of competent judges to back up the statement. At the fifty thousand dollar Horse Show building in the Victoria Park grounds, between April 14 and April 18, the finest horse flesh in Canada may be seen.

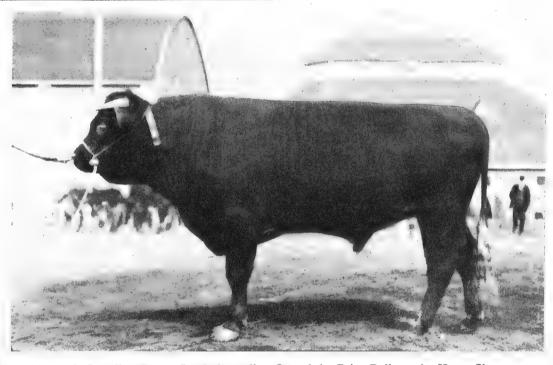
At the horse show this year there were no less than 1,427 entries—a record for any horse show in Canada. The evening Horse Show was instituted some five years ago, but it has gone ahead by such leaps and bounds that it now attracts entries from all the Western provinces.

According to Secretary E. L. Richardson, the quality of the exhibits is improving at the same satisfactory rate. All classes are well represented, and some remarkable exhibitions were given at the last show equal to anything that is seen even at the famous Toronto show. In the exhibition grounds is every convenience for the horses and horsemen.





Percherons on Parade at the Horse Show.



Alberta is Breeding Better Stock Annually-One of the Prize Bulls at the Horse Show.

ONSISTENT growth of the city of Calgary and the surrounding district has added to the commercial institutions of the metropolis some of the most substantial concerns in the Dominion and has resulted in placing the district in an enviable industrial sphere. Modern day big business is being conducted by the young man. Educated as a specialist in his line, the young man of the nineteenth century is the general who leads the industrial army for whose welfare he is responsible. Old men and old heads are necessary in an advisory capacity but the business-getter, the business-maker, is the young man of the institution. Heads of some of the largest factories and industrial institutions of Calgary are men who have not yet passed the thirtyyear mark and it is the activity of these young men that has been largely responsible for the growth and present prosperity of Calgary and this portion of the Dominion.

When P. S. Woodhall established the Sheet Metal Manufacturing Company in Calgary seven years ago with but two employees and a plentiful supply of grit and stamina he little surmised that a few short years would see the institution leading those of a similar nature in the province. He little surmised that the value of the plant would be increased to \$75,000 and that the payroll include the names of 50 mechanical experts.

The active management has been turned over to George A. Jones, a young mechanical expert who has won a place among the more experienced business men of Calgary through his unusual ability and affable disposition.

Manager Jones has placed the Sheet Metal Manufacuring Company on a firm business basis and the ONE HUNDRED AND FOUR

Jobbers of Corrugated Iron, Eaves Troughs, Metal Siding, Iron Window Frames Fire Proof Roofings and Portable Corrugated Iron Granaries Whose Factory is One of the Most Complete in the Dominion.

raw material now being received by the institution from Pittsburg and England averages three carloads each week.

The plant of the company is one of the most complete in the Dominion. The building 80x150 ft., is fitted with the most modern of machinery and is so arranged that the sheet metal can be handled in the most convenient manner possible. More than 12,000 square feet of floor space is provided. Convenience in location to the Canadian Pacific tracks makes shipping from the plant easy.

During the last several years, with the development of the fertile grain fields of the Canadian West, the company has been making a specialty of the manufacture of a portable sheet metal grain tank of corrugated iron. These fire, wind and ver-min proof grain tanks are manufactured in two sizes, 850-bushel and 1,050-bushel, and have been constantly gaining in favor among the farmers of the district who have come to realize the improvement of the corrugated iron tank over the old style wooden granary. A manhole 18 inches in diameter is cut in the roof of these steel tanks, doing away with the prescript of the steel tanks, doing away with the necessity of moving one of the sections of the roof, as formerly, to get the grain into the tank. The body of these tanks is made of 24-inch galvanized iron, corrugated and curved. Hundreds of these tanks are being shipped annually to all parts of the farming district.

Aside from the grain tanks the company specialize in the manufacture of fire-proof doors, and windows, skylights, Canada plate, galvanized sheets, metal ceiling and sidings and all manner of pro-

ducts in which sheet iron plays an important part.
The company recently completed an extensive contract on the Canadian Pacific depot at Edmonton where the cornice work and roofing was installed. Contract work has been secured by the company in many of the principal towns and cities of Saskatchewan, Alberta and British Columbia. A large and complete stock of metal shingles, siding, conductor pipes, elbows, eave troughs and metallic ceilings is at all times carried at the East Calgary

The factory in the industrial centre of East Calgary is a hive of industry during the entire day-light hours. The rat-tat-tat of the pneumatic rivetter, and the hum of the modern machinery is music to the ears of the toiler that spells dollars for the city and company.

In Mr. Jones, the enthusiastic manager of the plant, the owners have chosen the most capable man for the place to be secured. During the years he has been identified with the business he has more than demonstrated his efficiency and ability to turn out the business required by the most exacting patron. Although young in years Mr. Jones is old

in experience.

Because of implicit confidence in the ability of Manager Jones to solve the commercial problems and stranghten out the industrial kinks of the business, worries of directors of the company are

Mr. Jones has been elevated to an enviable position among the business men of Calgary. He has taken an active part in the affairs of the Board of Trade and organizations whose object is the improvement of the city and the betterment of surroundings. Of his record, his employers and the people of the city are justly proud.

Construction of Calgary Stock Yards with Adequate Accommodations Solves the Problem of Lasting Prosperity

W. J. Tregillus points out the Necessity of Locating Yards where the Metropolis will have Ample Room to Demonstrate its Fitness to become the Live Stock Chicago of the Canadian West-= Greater Profits now being Made by Feeding Grain than by Marketing =

BY W. J. TREGILLUS President of the Alberta Farmers' Co-operative Elevator Company and one of the largest farmers of the province

HE CALGARY STOCK YARDS problem is probably one of the most important questions exercising the minds of the city council, as well as the minds of the citizens of Calgary.

The establishments of stock yards in Calgary—being situated as the city is, in a province so eminently suitable for stock raising means prosperity, even if the city were not already is possession of so many other advantages. The experience of such American cities as Chicago, Omaha, St. Louis and Kansas City is evidence of this, and they are not so favorably situated, even from the live stock point of view, as Calgary.

Calgary is already the largest live stock centre in Canada—west of the great lakes. What will it be when it has adequate marketing accommodation, and the province gets into the production of live stock in genuine earnest? It has barely yet made a start beyond demonstrating its suitability and possi-

Live stock will give greater stability and prosperity to the province than grain growing alone. In many states where whole districts had become derelict through the single crop system, they have been reclaimed by the keeping of live stock, and

It has been stated by experts that Calgary can, in the course of time, become a greater live stock centre than Chicago; and if we estimate future gains on the figures of recent years, it will not be a long time either. The following figures will give some idea of the rapid increase in the stock handled in the Calgary yards in the past few years

the Carg		ary yarus iii		the past lew		years.		
Ιı	1 1906	we	received	359	cars	of	live	stock
,	1907	9.9	39	407	22	22	22	27
3	1908	27	29	838	33	22	23	79
9	1909	9.7	9.7	1183	23	33	22	33
9	1910	33	22	1757	22	32	33	22
9.	1911	23	**	1980	33	22	2.2	22
9.	1912	29	22	2708	2.2	99	23	37
2	1913	22	97	6414	12	"	2.9	"

Estimated value of total shipments in 1913 was \$14,405,900; and if the months of January and February are taken as indications of what we may expect for the following months, the increase in 1914 will be at a greater ratio over 1913, than 1913 over 1912.

MORE CATTLE THAN TEN YEARS AGO

Fear was expressed when the settlers took homesteads, and reduced the acreage of the ranges where large bands of cattle were being run, that the cattle industry would be ruined; but, Alberta has more cattle today than she had ten years ago, before the large bands of cattle were broken up and the land settled by homesteaders, most of whom have a small bunch on every half section or less.

stock yards in an underfed condition, which have to be disposed of to farmers to be finished, anyone needing hogs for feeding can easily procure them.

ADEQUATE ACCOMMODATION IS MANDATORY

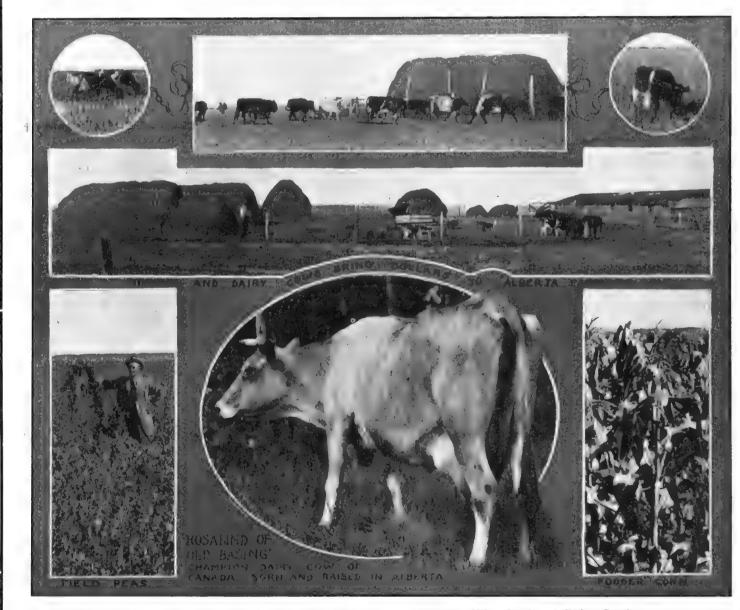
It is a matter of great importance, not only to Calgary but to the territory which will market its live stock through the stock yards, that adequate accommodation be provided at the earliest possible date; not only for shipping to other points, but for slaughtering, packing and holding in cold storage.

Every effort was made last fall, to provide facilities for slaughtering and handling hogs, as a surplus was produced over local demands.

If the United States tariff changes had not opened to us their markets, we should have experienced such unprofitable prices that mixed farming, especially hog raising, would have been dealt such a blow that would require many years from which

ALBERTA HOG MARKET THE BEST

Having been so near a calamity in the marketing of hogs should stimulate us to immediate action to prevent our being caught in the future. rely on a permanent market outside the province for live hogs; but we have a big market in our own province and the adjoining province of British Columbia for hog products awaiting the establishment of our packing plants, and we could then compete in



Alberta Hay and Grain, Field Peas and Fodder Produce Prize Beef and Dairy Stock.

the land made to produce more grain in addition to carrying live stock than it did previously.

Proper rotations in connection with cattle raising will enable the earth to bring forth her increase, without loss of fertility, and we are bound to see diversified farming replacing exclusive grain growing if a sufficient market for the produce is estab-

The cities can oly be permanently prosperous if the agricultural communities by which they are surrounded are prosperous also. Calgary may have manufacturies, fine buildings and massive business blocks; but she must have her surrounding agricultural community in a flourishing condition to purchase her manufactured articles, or she will cease to be prosperous; therefore it is easy to see how closely entwined are the interests of the rural and urban communities, and how dependenethey are on each other for success.

CALGARY MAY RIVAL CHICAGO

With the further development of cattle raising in the province, we shall not only increase our purchasing power but provide a year-round labor market which will increase our rural population, and lessen the number of unemployed during the winter time.

The increase in sheep and hogs, however, has been tremendous, especially the latter; the shipments in 1913 being 275,000 against 25,000 in 1905, and sheep in 1913 being 170,000 against 41,000 in 1905.

MORE PROFITS IN FEEDING STOCK

These animals can profitably find a place on every farm, without decreasing to any extent the number of cattle. It is being demonstrated on the Demonstration Farms, and by all progressive farmers that grain can be more profitably marketed through their live stock, than by being sold to the elevators, and both classes of animal can tuck under their skins a lot of waste products, turning them into a marketable commodity. The sheep also rid the land of noxious weeds which cause so much labor, and so much loss to crops.

When we get more settled as a community, artisans and people who have been accustomed to the ways of the Old Country will be settling on small holdings adjoining the city, and will keep a hog or two which can, with little extra expense, with the waste from the house and garden, be made to contribute largely to the keep of the family, and as there are always hogs being shipped into the the world's markets should any change of policy or of government shut off the markets we are now enjoying to the south, and which saved the situation, during the winter months.

PRODUCTIVE STAGE IS LOOMING

A very interesting article written by Sir George-Paish, editor of "The London Statist," points out that with the completion of our transcontinental lines our construction period will come to am end, and we must enter on what may be considered our productive stage.

Alberta will find her main development in the live stock industry, and if she is to enjoy full returns from this, it must be marketed to the best advantage. We have invested much capital which has to pay interest, and unless we cultivate outside markets, and produce sufficient to supply them to get returns, how are we to meet these demands?

Calgary now has an opportunity of not only building up in a permanent way her own city, but she can materially assist in building up the province of Alberta, and at the same time bring about that feeling of good fellowship and mutual co-operation between the country and the city that can only be to the advantage of all.

ONE HUNDRED AND FIVE



FEDERAL OIL AND GAS CORPORATION, LIMITED

Calgary Concern Which Is Developing Valuable Holdings in the Oil Fields to the South of the City, Backed by Prominent Business Men of Repute and Financed by Leading Men of Alberta.



ISCOVERY OF OIL in commercial quantities virtually in Calgary's dooryard has marked the dawning of a new era of prosperity and progress for the city and entire province. Despite hindrances and stumbling blocks placed in the path of enthusiastic, enterprising men working to develop this vast field and open new industries for Calgary, the work is progressing rapidly and it is but a question of a few months when the city will have attained that coveted goal of the metropolis of the oil district.

Calgary's oil fields are being developed under unusual conditions, working for the protection of the investor. Men who stand at the head of the companies drilling for oil have steadfastly shunned advertising the field in terms that could in any way delude the possible

concern for the machinery and equipment alone. Hosea A. Langford, manager of the concern, is giving the drilling operations his personal supervision.

When the thinking investor carefully considers the reputation and standing in the community of the officers of the company he is convinced beyond all doubt of the sincerity of the organization and its stability. The officers include: J. Leslie Jennison, solicitor, of Calgary, president; James F. Bradford, rancher, of Medicine Hat, Alta., vice-president; Kenneth G. Craig, solicitor, of Calgary, secretary-treasurer, and the following directors exclusive of the officers: Hosea A. Langford, mining engineer, of Calgary; Edward F. Morris, rancher, of Calgary; Robert Suitor, builder, of Calgary, and G. Walker Ross, of Mortlach, Sask., a rancher. The head office of the com-



DERRICK ON THE FEDERAL OIL & GAS CORPORATION PROPERTIES

investor. They have, instead, confined themselves to the statement of simple facts and have by so doing gained the confidence of the purchasing public.

Through the efforts of the companies of such repute as the Federal Oil and Gas Corporation, Limited, headed by men of sterling worth and proven ability, the oil fields of Calgary are being developed, the company taking the stockholder into confidence and baring every action to the view of the public.

The Federal Oil Company has been active in the field since June of last year and has acquired some of the most valuable holdings in the district. At the present time the company controls about 2,640 acres of oil and natural gas lands, of this area 1,600 acres being held in leases from the crown, the rest from farmers. The directors are now negotiating for the securing of further areas where indications of oil have been discovered.

Drilling operations are under way, the derrick having been erected in January and the machinery installed the latter part of the month, every portion of the machinery having been carefully selected from the stock of a large concern in the United States. The hole is being bored on the northeast quarter of Section 22, Township 20, Range 28, and gas has already been encountered. More than \$20,000 has been expended by this progressive

pany is room 301, Leeson & Lineham Block, Calgary. The Federal Oil and Gas Corporation is capitalized at \$1,000,000, the shares having a par value of \$1 each, are now being placed on the market at Calgary and the large trading centres of the continent and abroad.

Because of the ideal location of the land owned by the company on the anti-cline, particularly that on the well known Gladys ridge, known as the Suitor property, the promoters are confident of striking a flow of oil in a short time. Gas was struck on the Suitor property some time ago while drilling for water, the flow being so strong that it was necessary to abandon the hole. Indications of oil were apparent. The company also has holdings at Aldersyde, west of Gladys Ridge, where gas has been flowing from a well for more than two years. This gas is now being used for domestic purposes.

One of the objects of the company is the conservation of this remarkable flow of gas and to install a piping system to carry the gas to adjoining cities and towns for commercial purposes.

Backed as the company is by men of strong financial standing, men who have for years been factors in the growth and development of Western Canada, the future of the Federal Oil and Gas Corporation is assured.





The Grand Central Hotel

Popular Hostelry, Well Known to Every Traveller
Who Makes Calgary His Home For a Few
Days and Headed by Professionel Hotel Men
Whose Greeting and Efforts to Make the Grand
Central a Home Circle Have Aided Calgary's
Upbuilding.

ERSONAL popularity combined with that magnetism which attracts and holds the confidence and esteem of the guest and and the supplying of the little things which place the home fireside far above the ordinary hotel, may be well said to be the foundation stones of the success of the host at the head of the leading hostelries of the Dominion. Travellers throughout the length and breadth of Canada will find no better combination of these virtues than at the Grand Central Hotel, the popular meeting place of scores of pioneers and travelling salesmen who for years have

breadth of Canada will find no better combination of these virtues than at the Grand Central Hotel, the popular meeting place of scores of pioneers and travelling salesmen who for years have made that hostelry their headquarters—the magnet being the personality and efforts of Charles C. Stokes and his brother Earnest B. Stokes, to make every guest comfortable and to impress upon him the fact that the entire working staff of the Grand Central has been employed for the purpose of adding to his comfort rather than detracting from it.

When the Stokes Brothers, of whom there are three, W. J. being the proprietor of the Empire hotel next door, came to Calgary about ten years ago from Windsor, Ontario, they early realized the possibilities of the city and the surrounding district and immediately set about to make the Grand Central and Empire Hotels the leaders of the city. Their ambitions have been realized and today these caravansaries are turning away desirable guests because of the lack of accommodation for their proper comfort. One of the first principles of the Grand Central Hotel management is that if a guest can not be comfortably housed and given comforts such as he would receive in his own home, he shall first be informed of the situation, given the opportunity to seek accommodation elsewhere and then given the best in the house remaining, if he chooses to stay. And he usually stays. The 45 rooms in the Grand Central hotel are daily in demand because of the location of the hostelry, its convenient location with reference to the C.P.R. station and the business centre of the city and because of the excellent ser-

vice and personal attention given every guest.

Ten years ago the hotel was opened by Hugh Macleod, a well known pioneer now deceased and, after his death, was taken over by Barton & Dunn. After a short time under this management it fell into the capable hands of the Stokes Brothers and because of their upright methods, thoroughness and insistence upon the best for every guest, the hotel has been a success and today one of the valuable assets of Calgary.

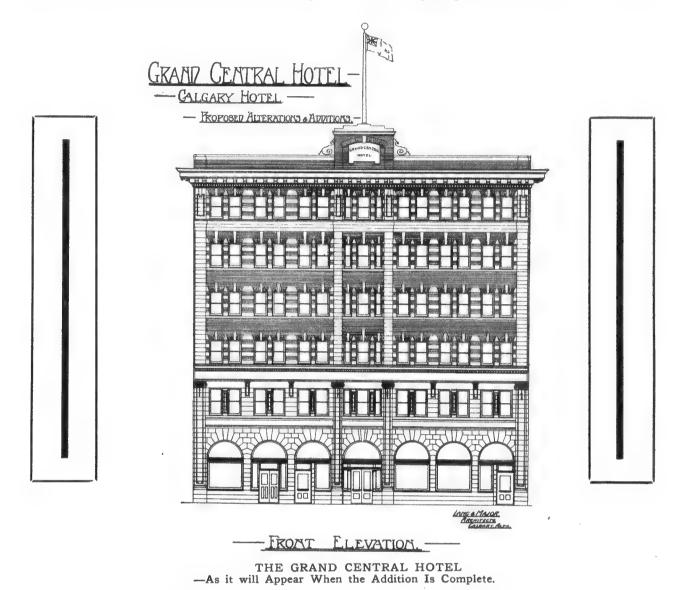
A cozy dining room capable of seating more than 60 people is operated in connection with the hotel, the cuisine and service being one of the laudable points of the Grand Central's efficiency. Guests are

received on the European plan only, the rates being \$1.00 and up.

Three storeys of comfort, with a spacious basement, heated by steam in the winter and cooled by

a refrigerating plant in the summer months, all occupied by the Grand Central Hotel for the convenience of guests has proved a profitable investment for the Stokes Brothers. Because of the first impression of a city gained by the traveller oftentimes being the lasting mark upon his impressionable brain, the hotels of the metropolis serve either as an asset or as a stumbling block to the city.

In Charles Stokes who has been a Calgary resident for the last four years and Ernest B. Stokes, nine years an enterprising citizen, Calgary has listed two of the most prominent builders of the province and a team of brothers working hand in hand with the municipality for the betterment of conditions and the uplifting of their fellowmen.



Canadian Home Investment Company, Limited

Co-operative Concern Which Has Taken An Active Part in the Development of the Canadian West by Making Loans to Shareholders, Enabling Them to Erect Handsome Homes on the Common-Sense Saving Basis.

OME BUILDING has come to be the foundation upon which civic, provincial and Dominion government is founded, the basis of the success of the rising community and the solid rock upon which rests the future of the generation. Elimination of the happy home life, the comforts surrounding the fireside of the busy business man or the delight which reigns in the cabin of the frontiersman and his family, eventually sounds the death knell of national prosperity and advancement.

Calgary is daily becoming more and more a city of comfortable homes, residences being constructed on every hand by men who live by brain or brawn and in the majority of instances these toilers are being given temporary assistance in the erection of these dwellings by companies of such sound financial repute as the Canadian Home Investment Company, Limited, one of the foremost institutions of the kind in the west, which has already been responsible for the loaning of nearly \$1,000,000 for the erection of residences throughout the Dominion.

Because of the strides Calgary has made toward prosperity the company has established a branch in this city, 302 Beveridge Building, the destinies of the company locally being presided over by Mr. A. M. Weir, who has worked his way to the front from the position of salesman with the company.

Head offices of the company have been established at Vancouver, E. C., and 39 branch offices have been established in the Dominion of Canada despite the fact that the company was organized less than four years ago, the Calgary office having been in operation about three years. This remarkable increase in business has been due to the education of thousands of clerks, wage earners, laboring men and business men who have been unable to erect homes because of not having the available funds, these reputable people being interested in the company by salesmen who have demonstrated its paying virtues and saving graces. The result has been the loaning of

more than \$50,000 in Calgary alone to aid in the erection of comfortable homes.

The contract holder is given ten years and six months to repay the company, the money being loaned at five per cent. Under this plan hundreds of citizens have been enabled to own their own homes, paying for them on the rental basis. The company does no construction work.

At the head of this enterprising company stands J. R. Seymour, wealthy real estate

dealer, of Vancouver, General Manager Hodges being in direct charge of the 39 branches. With the thousands of worthy stockholders interested in the company of such magnitude, the organization being headed by these men of financial stability, and the branches in charge of men of the mental and commercial calibre of A. M. Weir, head of the Calgary office, the success of the Canadian Home Investment Company has passed beyond the problem stage.

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EIGHTEEN PER CENT. can be safely obtained by the purchase of selected Agreements of Sale.

TWENTY PER CENT. and upwards can be obtained by the purchase of judiciously selected inside real estate. We have a number of excellent investments for sums of \$5,000 to \$300,000.

We manage and insure properties, collect and remit rents and interest, and will advise upon your investments.

We shall be pleased to answer any enquiries.

J. HEXTALL & CO.

The Palace Hotel

Pioneer Hostelry of Calgary Which Fills the Need of a Growing City for a Sanitary Lodging House For Deserving Working Men Whose Presence is Necessary to the Development of the Metropolis.

ENTIMENTAL MEMORIES which cling around hotels which are operated in a city of the importance of Calgary, perhaps make for the greatest patronage of transient pioneers and serve as a magnet which draws these passing men of the old plains

together to once again hark back to the days when Calgary was in its trading post stages. Sentiment, however, alone accomplishes but little if not intermingled with that personal popularity of the men who are at the head of the institution. Because of the combining of efficient service, sanitary rooms at moderate prices, convenient location and the fact that the Palace Hotel was one of the original hotels in pioneer days in the city, this hostelry has become one of the most popular among these sturdy settlers whose labors have resulted in laying the foundation for the development of Calgary.

Under the efficient management of John D. Andrus this hotel has attained an enviable position among the older rooming houses of the city and with the recent sad demise of this staunch citizen the hotel has been placed in the hands of his wife and sister who in turn have entrusted the affairs of the establishment to D. B. Gifford, a capable hotel manager whose wide experience promises to retain the popularity of the Palace. Pioneers through the west mourn the passing of John Andrus, at one time among the best known farmers of the Oklahoma district.

Many houses grow old in years but the spirit of those of the class of the Palace remains ever young and inviting because the men at the head of these institutions are capable of holding a wide circle of friends and keep in the atmosphere of the general public so as to be best able to supply their every want.

Located as it is immediately in front of the Canadian Pacific Railway station, the Palace has gained a mark of popularity which it has required other houses years to gain. Whether it be stockman, farmer, rancher, miner or prospector, when he comes to Calgary to renew acquaintances his first thought is of the old Palace hotel where he goes to meet the acquaintances who shared his lot in the early days. The Palace management has ever made it a point to cater to the desires of these sturdy, staunch, substantial business men by providing clean, comfortable quarters and cozy surroundings.



THE PALACE HOTEL

The 29 rooms of the hotel are constantly in demand and many nights see scores turned away because of inability to properly house them. In the heart of the business district, convenient to all the larger institutions of the city where the traveller desires to transact his business, the Palace attracts many men who, though strangers to Calgary, follow the advice of friends in other cities and sign their names on the Palace register.

Success in the hotel business is fraught with many dangers for there is no business in which the public is so fickle or ready to take issue upon as in the hotel business. The diplomat who guides the fortunes of the successful hotel, pacifies the spirits of the discriminating patron and possesses that personal magnetism and disposition which draws people to him and to the hotel, is the man who succeeds. Of this type was Mr. Andrus and his position has been efficiently filled by another man of personality in Mr. Gifford who has assumed the management.

The Palace Hotel is one of those institutions that will hold its friends steadfast through the fact that it gives good service and has guiding hands of merit by persons of personality whom Calgary people admire and who have gained the confidence of the transient and city public through earnest endeavor to satisfy every patron, no matter how exacting or fastidious.

CITY CAFE



Popular Restaurant, Centrally Located, Headed by Men of Experience Who Understand the Wants and Desires of the Workingman and Cater to the Toiler.



INTERIOR VIEW OF THE CITY CAFE

IVE YEARS AGO, when Calgary was making the first strides toward metropolitanism, Alex Dickie opened a little cafe at 134 Ninth Avenue East now known as the City Cafe, and with meagre equipment and a seating capacity of only 25 at the lunch counter, provided a place where the

working man could secure wholesome food at a

minimum price. Today after a series of enlargements demanded by the increasing business the City Cafe has a seating capacity of 104 and 25 trained men and women are required to handle the patrons and answer the demands of their appetites.

When a business is forced to undergo expansion and enlargement of quarters three times in four years, it is apparent that that business has furnished

the article demanded by the public and that its place in the community is growing more prominent daily. Such has been the experience of the City Cafe, the restaurant patronized by the hundreds of working men who operate the machinery and provide the brawn and brains to maintain the prosperity of Calgary and the surrounding district.

Four years ago the name of the cafe was changed from "Dickie's Cafe" to "The City Cafe" and at that time Mr. Dickie sold a half interest in the restaurant to his brother-in-law, Mr. J. H. McLoskey who has been in the catering business for five years. Under the careful, conservative management of these two capable restaurant men The City Cafe has attained a position among the throngs of workingmen in the city, second to no other eating house.

When it is considered that 12 waiters are required to serve the crowds of people who are attracted to The City Cafe three times every day and that the weekly payroll of the institution averages \$300, the business done may be roughly gauged by the resident not conversant with conditions.

During the years when Calgary was the Mecca for thousands of homeseekers and real estate investors, The City Cafe was the logical spot which attracted the hungry hundreds. Men were turned away daily for months, a long line being formed outside the door awaiting turns at the lunch counter. During those strenuous times The City Cafe became instrumental in providing food for these investors and in keeping their patronage in Calgary. Many of the men who dined at The City Cafe four and five years ago are today listed among the wealthy residents of this industrial centre, their profits in wise investments having grown while they were patrons of this unusual restaurant.

Calgary Colonization Co., Limited

Progressive Concern, Headed by Men of Merit, Which Has Been Instrumental in Bringing Hundreds of Settlers to the Canadian West to Till the Soil and Add to the Advancement of Calgary and Adjoining Cities.

OLONIZATION of the Canadian West with settlers of worth whose capability as tillers of the soil in their former homes has been demonstrated, is perhaps the greatest accomplishment which could be reached to further the advancement of the virgin territory. Idle farm lands in the vicinity of a city of the importance of Calgary contribute nothing toward the development of the community, while with experienced farmers surrounding the metropolis its growth is assured. Without the activity of the agriculturist the strides of the city are halted and business drops to a level of financial stress.

One of the greatest factors in the development of the fertile farm lands of Southern Alberta has been the Calgary Colonization Company, headed by A. Judson Sayre, which company for years has been bringing farmers from all parts of the Dominion and the United States to tracts owned by the company and subdivided to suit the purchaser. These settlers have been instructed along the lines of diversified farming and are today listed among the prominent successful farmers of the province. Mr. E. Roy Mosher is associated with Mr. Sayre and others in the company, in the capacity of secretary and treasurer.

During the years this company has been operating in Calgary agencies have been established in the United States and Canada where literature and

information concerning the tracts in sunny Alberta have been dispensed, resulting in the conversion of these ranchers to the cause of the province and its resources. Every assistance has been given these settlers, both in extending time for payments on their farms and in the placing of implements and equipment. The company continues to bring these worthy people to the district and in all cases these settlers have remained on the farms to become leaders in their individual communities.

It has been largely due to the generalship of A. Judson Sayre, to his foresight and sound business methods that the Calgary Colonization Company has met with success and the province has been given its scores of settlers. Through his efforts the tide of immigration has brought with it the influx of farmers who have been located on lands handled by the company.

After farming several years in North Dakota, Mr. Sayre became interested in Canadian lands in 1905 and with associates formed the Calgary Colonization Company. The concern has purchased the land in large tracts, giving the farmer the benefit of the large transaction, The company several years ago purchased an extensive tract of more htan 10,000 acres near Calgary and is now developing it, this being one of the largest farms in the Canadian west to be planted to grain.

Mr. Sayre's interests are varied, ranging from farm land and Calgary real estate to coal land and

mining interests and in each of these investments he has entered on a large scale, his every movement being gauged in the same manner. His business is large and his interests are heavy because of the fact that he shuns the small proposition and gives his entire time to the enterprises of magnitude with which he is connected. His business interests have not been allowed to interfere with his activities in municipal affairs, Mr. Sayre being a staunch supporter of every movement for Calgary's good, while his spare moments are taken up in consideration of even greater plans for the promotion of the cause of the province.

of the province.

The offices of the company in the old Hudson's Bay building, Eighth Avenue and Centre Street, are scenes of industry, the trained force being kept constantly employed answering inquiries regarding Alberta lands and other holdings. The guidance and executive ability has systematized every department to a nicety and confusion is unknown.

A. Judson Sayre was born in Iowa, in the city of Osceola, August 16, 1859, his parents being Virginians. After spending several years in the mercantile business in his home town he cast his lot with the farmers of North Dakota, farming and conducting a store at Harvey and leaving that locality to become a resident of Calgary where he laid the foundation for his fortune.

Calgary and the entire province of Alberta owe much to the activities of Mr. Sayre and the Calgary Colonization Company.

ONE HUNDRED AND NINE



GEORGE CLOAKEY





Inspector of Ranches, Who Though in Office But a Few Months, Has Demonstrated His Ability and Has Made Possible Developments Dreamed by Predecessors.



ALGARY'S DEVELOPMENT has not been dependent upon forces which have entered into the growth of the city proper. Tributary territory and the improvement of that territory has been the factor which has been the abiding in-

fluence in Calgary's growth. Elimination of the production of the grain crop, the elimination of the supply of the products of the farm and the reduction of the stock industry means the death not alone of the province of Alberta but the incarceration of the policies which have entered into tis upbuilding.

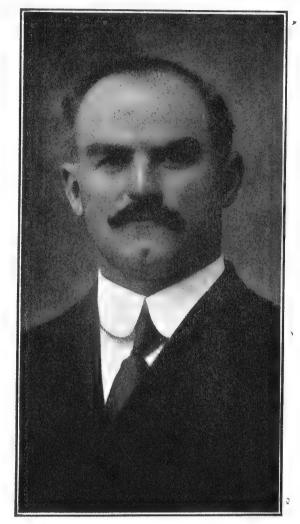
It has remained with such men as George Cloakey to solve the problems of the province, enter into the lists and not only accept political office but grasp the situation and bring the solution to the shortest possible time.

When George Cloakey was elected mayor of Olds some years ago the citizens of that progressive community selected a man who has since risen to prominence in the province and whose activities justified the honor.

On November 21 George Cloakey was named inspector of ranches. After having serwed the people of Olds as benefactor, Mr. Cloakey, the friend of every poor family of the city and the man who has lifted every wanderer to a position of importance despite his position, was called to Calgary

His appointment as inspector of ranches was a surprise to Mr. Cloakey. Telegrams and telephone messages were necessary to bring Mr. Cloakey to Calgary and cause him to accept the position and to do the work that has meant so much to the ranchmen of Alberta and the men owning property surrounding Calgary.

It has been because of the work of Mr. Cloakey that the assistant formerly demanded by Mr.



GEORGE CLOAKEY, RANCH INSPECTOR

E. E. Taylor of Calgary who was relieved as ranch inspector by Mr. Cloakey was relieved. Today the entire work of the office is conducted by the efficient Mr. Cloakey, the entire province being covered by this versatile government employee without aid or assistance from outside influences.

Twenty years ago in April Mr. Cloakey cast his lot with Canada. Born in Ontario, he moved to Michigan but later returned to the province of his birth. Farm management and improvement of the soil has been the ambition of Mr. Cloakey, the realization of his ambitions coming long before his appointment as ranch inspector.

Years before being appointed ranch inspector Mr. Cloakey was inspector in the loan department of the C. S. Lott Company, Calgary's biggest loan, coal and insurance concern and as the inspector of properties for the Lott Company Mr. Cloakey gained a reputation of enviable nature.

As the highest honor in the possession of the people of the city, Mr. Cloakey served with merit and left a record of deeds in the town minutes of Olds which became a factor in his appointment as ranch inspector of Alberta.

Revision of the limits of the territory covered by men in the employ of the government has resulted in the reduction of the field to be covered by Mr. Cloakey. Despite the rising of rivers, overflowing the fords and making impassable the crossing places, Mr. Cloakey has crossed these streams when necessary and inspected the lands and conditions. Because of the physical and mental ability of this efficient Dominion officer to meet every condition and to conquer every obstacle, Mr. George Cloakey has become recognized as a champion, not alone because of his great race against Duncan Marshall when he was beaten by only 40 votes but because of his ability to withstand opposition and his powers of mental perception.

Riverside Iron Works



One of Calgary's Modern Industries Which Now Occupies the Modern Building on the Bow River Bank—Headed by Young Eenergetic Business Men Who Have Laid the Foundation For a Lucrative Business Enterprise.

OUNG men identified with the development of Calgary have been the leaven which has made possible the upbuilding of the many resources which are today the lifeblood of the community. The Canadian West and its growth has been dependent upon the activity of the younger generation. True it is that the pioneers who blazed the trails and guided the way for thousands of settlers deserve the credit due for opening up the district but the task of developing this vast expanse and caring for the settlers after they have once been interested in

Hannah from Seattle, they opened the Central Garage and Machine Shop and from the first week their business methods proved successful. Adoption of policies of upright dealing and the methods of turning out the repair work and intricate jobs taken to the shop by patrons who were unable to have the work done elsewhere have been recognized by Calgary residents, particularly the automobile owners, and the business of Irving & Hannah has, as the result, grown by leaps and bounds.

During 1913 it became apparent that the quarters occupied by the company were too small to handle

large overhead crane and a cupola for handling heavy castings.

The oxy-acetylene welding is a powerful process With this process all kinds of broken castings of iron, brass, steel and aluminum can be welded at short notice, making them as good as new.

With the removal of the equipment the business was divided, the garage at Sixteenth Avenue and Ninth Street West being placed under the management of A. E. Irving, while F. L. Irving and Mr. Hannah became the active managers of the new machine shops and foundry. The old Sayre Garage







NEW QUARTERS OF THE RIVERSIDE IRON WORKS

Canada has fallen upon the shoulders of the men of merit whose years have not weighed heavily on their heads and whose vim and vigor is now at its highest tide.

Ability to produce superior products and turn out work which eclipses that of the old time competitor has been the secret of the success of the Western Canadian young men of mercantile tendencies.

It has been because of this fact that Mr. Fred L. Irving and G. A. Hannah, proprietors of the Riverside Iron Works have made their mark in the financial world in Calgary and now occupy one of the most complete machine shops and foundries in the province, the building having been erected for their especial occupancy, near the end of the Langevin bridge crossing the Bow River at Fourth Street

When these expert mechanics came to Calgary about four years ago, Mr. Irving and George A.
ONE HUNDRED AND TEN

the business brought to the shop and consequently the commodious structure now occupied was planned and constructed.

The new plant is equipped with new machinery and is up-to-date in every respect, placing the firm in a position to repair all kinds of machinery, in addition to machine work, blacksmith work, oxyacetylene welding, making of automobile wheels and manufacture of brass and iron castings of every description

The first floor of the main building is used for a machine shop. It is built with high ceilings, large windows and concrete floor.

The second floor is used for offices as well as a pattern shop. It is equipped with special woodworking machinery for making patterns.

The foundry is built of solid brick with large windows giving plenty of light, and is equipped with a

now occupied by the automobile end of the concern is being remodelled for the spring business.

Twenty trained men will be given steady employment at the Riverside Iron Works, the company having secured large contracts for the moulding of castings for large institutions.

Because of the enviable reputation built up in Calgary the business of the Riverside Iron Works has been extended to the southern portion of the province.

Conveniently located in the heart of one portion of Calgary's manufacturing district, the success of the Riverside Iron Works is assured.

Heads of this progressive concern have not allowed their business cares to hinder their activity in movements of merit looking to the betterment of the city they have selected as their future home. Both Mr. Irvine and Mr. Hannah are today known among the leading machinists and foundrymen of the Calgary district.



DR. WALTER V. DIXON

DENTAL SPECIALIST

One of Calgary's Leading Dental Practitioners, Whose Work Is Known and Lauded by Hundreds of Residents of the Province of Alberta and the Adjoining Territory



ROFESSIONAL ethics prohibit the wide and extensive advertising of businesses upon which depend the welfare of the financial, physical and mental welfare of a community in which men who have devoted years of study to the perfecting of their fitness in the profession, are interested. The banking institution which establishes itself in a community must depend upon its deeds and accomplishments as its recommendations and as the

The banking institution which establishes itself in a community must depend upon its deeds and accomplishments as its recommendations and as the influences which tend to increase the business. The capable physician and surgeon, and particularly the dental specialist, must depend solely upon results upon which lay the foundation for the ultimate success which crowns the endeavors of the professional expert who is conscientious and careful in his work.

Four years ago Dr. Walter V. Dixon, dental specialist, graduate of several leading dental colleges in the Dominion, came to Calgary to aid in the advancement of the city and the ultimate accomplishment of the metropolitan goal. Dr. Dixon became identified with Dr. Thomas H. Quirk and for three years was the virtual manager of the business of magnitude until the unfortunate accidental death of Dr. Quirk in October 1912, when Dr. Dixon became the owner of the business.

During the years Dr. Dixon has been an integral part of the civic structure the dental business conducted by experts in his office has grown to proportions of unusual size. Because of the superiority of the work turned out, the satisfying of every patron and the ability to accomplish the almost impossible feats in dental surgery Dr. Dixon and his trained force have attracted scores of patrons from every part of Alberta and British Colum-



DR. WALTER V. DIXON

bia. Visits from patients from Nelson and Revelstoke, Edmonton, Olds and other towns scores of miles away, are frequently made to the offices in the Dominion block where aggravated cases, infected teeth and every ill known to the experienced dentist is treated and cured.

Dr. Dixon occupies one of the most commodious and comfortable offices in the city, every convenience being provided for the comfort and accommodation of patrons waiting for dental attention. Four chairs are being operated by the qualified men who have aided Dr. Dixon in establishing a professional mark high in the dental circles of the Dominion.

Electric appliances are used in all departments of the offices, the laboratory, operating rooms and the entire quarters being equipped with the latest machines and devices, enabling Dr. Dixon to answer the wants and the demands of the most discriminating seeker after the services of an expert. Painless methods used in this dental hospital are of the most modern type and have been perfected by professors who have devoted years of their life to the study of the intricate problems of dentistry. The painless extraction of ulcerated teeth has won many friends and patrons for the methods in use daily at the Dixon parlors.

In addition to the well equipped offices of Dr. Dixon, a laboratory where the gold crowns are prepared for fitting, where moulds are made of the plate work and where preliminary steps are taken for the manufacture of the intricate plates carrying the teeth of best material, adjoins the offices, and is the small-scale workshop where the work demanded immediately is turned out by these experts.

For accomplishments which have been instrumental in aiding the dental profession in Calgary, the citizens praise Dr. W. V. Dixon. His interest in civic affairs and his ceaseless endeavors to assist movements of municipal merit have listed him among the young Calgary builders.

Cumningham Electric Co

Pioneer Calgary Company Which Has Installed
Fixtures and Wiring in the Prominent Structures
of the City and is Headed by Men of Merit
Whose Work Has Been an Aid to the
Development of the Metropolis.

in Calgary means the naming of the largest
most stately business houses and homes in the
Work of this company is the best recommenda

plished in a day but is the result of consistent endeavor on the part of those men of commercial stability who have demonstrated their faith in the community by establishing business institutions of merit. Development of Calgary during the last several years has been the result of the toil of these men, the presence of the so-called "floater" benefitting the city but little.

Cities of the prominence of Calgary, distributing

UILDING A GREAT CITY is not accom-

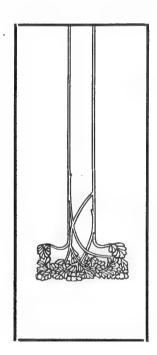
centres carring for the needs of thousands of people in the surrounding territory, place the credit for their advancement at the doors of institutions of

been one of the factors in the upbuilding of the community. Business cares have not been allowed to interfere with Mr. Cunningham's interest in the movements of merit looking toward the betterment of the metropolis and as a result the business of the company has increased by leaps and bounds until the name Cunningham is today synonomous with perfection in the electrical line.

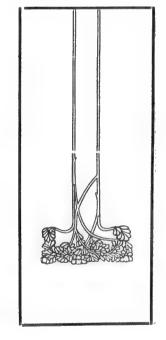
The company is now comfortably installed in one of the most modern business homes in the province in the Leeson & Lineham block on Eighth Avenue, the increase of business demanding larger quarters.

The elevator shop where the freight cars are manufactured in Calgary and where the passenger in Calgary means the naming of the largest and most stately business houses and homes in the city. Work of this company is the best recommendation. Prominent among the blocks which have been wired and in which the electric fixtures have been installed are the Beveridge block, Young building, Glanville's department store, Thomas and Cadogan blocks, Monarch and Rex Theatres, Wesley Methodist church, Grace church, Trinity Methodist, Pryce-Jones department store, the wiring and installation of fixtures in the new parliament buildings and court house in Edmonton and the new court house in Calgary and scores of others.

Business methods adopted by Mr. Cunningham







INTERIOR OF THE NEW QUARTERS OF THE CUNNINGHAM ELECTRIC COMPANY

solidity headed by business men of unflinching faith in the community who have not been afraid to shoulder their share of the burdens of the city and to do their part in placing the city among the

leaders of the district.

Prominent among these concerns of Calgary is the Cunningham Electric Company, headed by Chantres G. Cunningham, which during the last several years has installed more than half of the electric light fixtures and wiring in the prominent buildings of Calgary and Edmonton and aside from that feature has installed freight and passenger elevators valued at more than \$150,000 during the last twelve months.

Fifteen years ago Mr. Cunningham cast his lot with the city of Calgary and during those years has

elevators are assembled for installation in skyscrapers of the province is a hive of industry, this branch of the business having shown remarkable growth during the last several months.

When it is considered that the Cunningham Electric Company keeps an average of 40 men busy installing fixtures and wiring buildings in Calgary alone and when the fact that the weekly payroll of the company averages more than \$600, the importance of the company and its influence on the development and progress of the city may be gauged.

One of the most portentious contracts recently completed by the company was the installation of the lighting fixtures in the new Knox Presbyterian church. A recital of the names of buildings in which the Cunningham experts have been employed

and followed daily by every employee have been responsible in the building up of this business. Every job is perfect and is inspected before being turned over to the owner of the property. Men in the employ of the Cunningham Company have won their way because of their expert ability to meet the demands of the most exacting patron. The fixtures carried by the company constitute one of the most gorgeous displays of beautiful lamps, drops, chandeliers, desk lights, electrical equipment of all kinds

and descriptions and supplies for every purpose.

Quality and perfection, the best of work at all times, and the satisfying of every patron no matter how difficult the task assigned are watchwords of success of the Cunningham Electric Company, Calgary's greatest electric specialty dealers.

ONE HUNDRED AND ELEVEN

R. C. CARLILE.

E. H. TELFER.

Conservative Progressive Estate Agency and Financial House Whose Development Work Financial House Whose Development Includes Business Blocks and More Than 100 Residences in Calgary, The Financial Operations Being backed by British capital.

RESTIGE of a financial or commercial institution in a city of the importance of Calgary is gauged and measured by what it gives in return for success enjoyed through patronage built up through consistent endeavor and sound business Men of solid business character, heads of Calgary's leading financial firms, who have demonstrated their eminent fitness for the responsible positions they fill and the esteem with which they are held in the community have been the builders of this industrial centre and have fathered the prosperity existant in the district today. These men have not been recipients of funds of the admiring populace alone, to the extent of receiving without giving in return and adding their own savings to the investments of patrons. Scores of real estate firms, in particular, devote their exclusive attention to the sale alone of the property. Others there are which invest dollar for dollar alongside the cash of the homeseeker for the development of the city

J. A. ROBERTSON.

are interested. Calgary has been benefitted financially and through the influx of settlers to a greater extent, perhaps, through efforts of the firm of Robertson &

and the improvement of the properties in which they

Carlile, than any one other such institution in the the community. Both young men, they came to the city only a few years ago, immediately seized upon the offered opportunities and a resume of the enormous work done by their firm shows the erection of three store buildings housing six stores on Eighth Avenue and the completion of more than 100 modern homes in the popular residence districts of the growing metropolis.

To attract foreign capital to a city or community is a comparatively easy task when the city has grown to such proportions as to insure its permanency but the development of the small town and the improvement of the conditions in that town until it assumes the importance of the metropolis is the arduous task which tries the patience and ability of the financier. Both Mr. Robertson and Mr. Carlile have been developers. They have builded substantial structures. They have beautified the territory later sold to prominent investors. They have induced English capitalists to invest their dollars in Calgary real estate and mortgages and in business properties and they have provided homes for the hundreds seeking modern firesides in the commercial centre of Alberta.

Early foresight into the future, which is now the present, has enabled this firm to lay the foundation in their business, not for the present only, but for the future generation's welfare. English capital invested in these homes has been accompanied by the funds of the partners and their associates. When money could not be secured elsewhere and it has been needed for the development of a certain important piece of work they have willingly supplied the necessary amounts out of their own pockets and the wisdom of their movements is borne out by the support of capitalists from the British Isles, from France, India and the United States.

Property in prominent portion of the city has been purchased by this company for residential purposes. Comely, but practical homes have been erected on these properties and then either rented

or sold to the investor who now occupies them.

Four years ago the firm of Archer & Robertson was formed, while R. C. Carlile represented individual British interests in Alberta. Early in 1912 the former was incorporated as Archer & Robertson, Ltd., on the retirement of Mr. Archer. Later in the year Robertson-Carlile, Ltd., came into existence. Now the two firms are amalgamated and this substantial union with offices in Calgary and 8 Waterloo Place, London, has been instrumental in bringing more capital to Calgary than any other single firm.

Looking toward the betterment of Calgary and the upbuilding of the city and surrounding territory, Mr. Robertson, an energetic, vivacious, but conservative business leader, went to England to study financial conditions and interest British capital in the future of the Canadian Southwest. His visit was more than successful and Calgary has reaped the benefit.

The building department, which is ably presided over by E. H. Telfer, has constructed homes for a hundred families in the city. In South Calgary alone 60 commoditious dwellings have been erected at an average cost of \$2,500 each. In Leland Park 20 smaller homes have been built, while in Leeds, the feature and division of Calcary, 30 modern resident. the factory subdivision of Calgary, 30 modern residences have been constructed. Perhaps the greatest barometer of the financial solidity of an institution and the success of the company is that of the investments of the realty firm. Buildings and property on Eighth Avenue alone constructed and managed by this progressive concern are valued at \$360,000, the three store buildings having just been erected for the accommodation of the growing business

district of the city. At all times conservative, assisting the investor and homeseeker by providing long term payments, the pioneer manufacturer or storekeeper by wholehearted and practical support, shunning undue publicity, and ever ready to indorse and assist any movement of merit planned for the betterment of Calgary, Robertson & Carlile have achieved such success as has placed them in an enviable financial and social poistion. Calgary is justly proud of their

citizenship.







EIGHTH AVENUE BUILDING ERECTED AND OWNED BY ROBERTSON & CARLILE

Pioneer Hostelry of the City Which is Made the Headquarters of Prominent Ranchmen, Cattle Railway Employees and Prominent Farmers

ERSONAL MAGNETISM has been well to be the one best asset of the hotel proprietor. This virtue combined with the influence of the surroundings which attract the tired traveller and provide ample accommodations for the travelstained settler have been the pins on which has been suspended the success of John Rioux, proprietor of the Oxford Hotel at 420 Ninth Avenue East, one of the oldest hostelries in the city and one of the

Memories that linger about a popular pioneer resort of the nature of the Oxford serve to draw the traveller back to the same hotel when he rethat reason turns to the city. the Oxford are at all times occupied by a thrifty class of men, many of whom are pioneers of the Canadian Southwest and who have watched the city of Calgary grow from a mere trading point to a metropolis in every sense of the word.

The Oxford is made the headquarters of scores of ranch owners and cattle men who control some of the largest tracts of ground tributary to Calgary. These men have been attracted to this popular hotel by the personality of Mr. Rioux who for years rode the range in the district surrounding Calgary and in that manner became intimately acquainted with every nook and cranny in the province.

When only 12 years of age he came to Calgary with his brother-that was in 1885, the year of the completion of the Canadian Pacific Railway to the city. For years he worked as a common laborer and then when his young limbs and arms waxed stronger he became a range rider and followed that line for several years. Mr. Rioux well knows the pinch of poverty and the sting of privation and because of his wide knowledge of conditions in Alberta and the entire district, he has made his hotel fit the needs of these men of the open plains.

The Oxford hotel was constructed 24 years ago when Calgary was in its industrial infancy and has ever since that time been operated, despite tribulations and difficulties encountered in days of strife by other institutions. Mr. Rioux has been operating hotels for 18 years and has been proprietor of the Oxford for more than three years.

One of the attractive spots of the Oxford Hotel is its spacious, comfortable dining room where hundreds of hungry men are fed daily. Whole-hearted disciples of the open air whose outward appearances may seem rough to the unitiated but whose inner nature as as tender as that of the innocent infant,

JOHN RIOUX Proprietor of the Oxford Hotel

are patrons of this cozy dining room and gather around the well-spread tables three times daily. Mr. Rioux demands the best the market affords for

his guests and pays individual attention to the wants of each and every one of his patrons.

Tales of the life in the open range which has passed with the inroads of civilization and the tilling of the soil that formerly was but grazing ground, may be heard many times during the day and evening from pioneers gathered in the social communion of good fellowship in the spacious lobby of the hotel. Just as the busy, buzzing bustling, business life of the modern day commercial captain is his one thought and interest, so the living over of the past is the sweet morsel to the pioneer who has won his fortune and is now enjoying the fruits of his labors. To discuss the days of halcyon times in the west of rears ago, is as necessary to the pioneer as his meals and to meet his range riding companions of those years is leaven to his declining years.

The Oxford Hotel maintains its own refrigerating plant and all meats and vegetables used in the preparation of meals are thoroughly cooled before being allowed in the kitchen. Steam heat reaches every room in the building.

Particular care is taken by Mr. Rioux in the selection of his working force of about 20 people. The proprietor demands that the rooms be kept immaculately clean, that clean linen be provided the guests at all times and that the service be the best possible. Maids, clad in dainty frocks, attend to the wants of the diners and the spotless napery, dainty silverware and table equipment adds to the enjoyment of dining at this hotel.

In connection with the hotel Mr. Rioux operates a fully equipped and conveniently located bar and buffet service. Rowdyism of any sort is not allowed and the best of order is kept in this branch of the hostelry at all times. Six men in spotless linen, are required to serve the patrons.

Calgary owes much to her pioneers and to the spirit of business stability and activity engendered by those sturdy men who have been the builders of the city and the trail blazers for the present era of prosperity. To enter business in a prosperous community after the way has been prepared by the men of strong business policies and upright commercial methods who have gone before, is practically an easy task compared with the conditions that surrounded the establishment of a business when Mr. Rioux and men of his type reached the city.

In the Oxford Hotel, Mr. Rioux has provided a home for the pioneer where he may enjoy his companionship and the success achieved by the popular hotel proprietor is being daily demonstrated in the receipts of his institution.

ONE HUNDRED AND TWELVE

Power Cities Investments, Limited

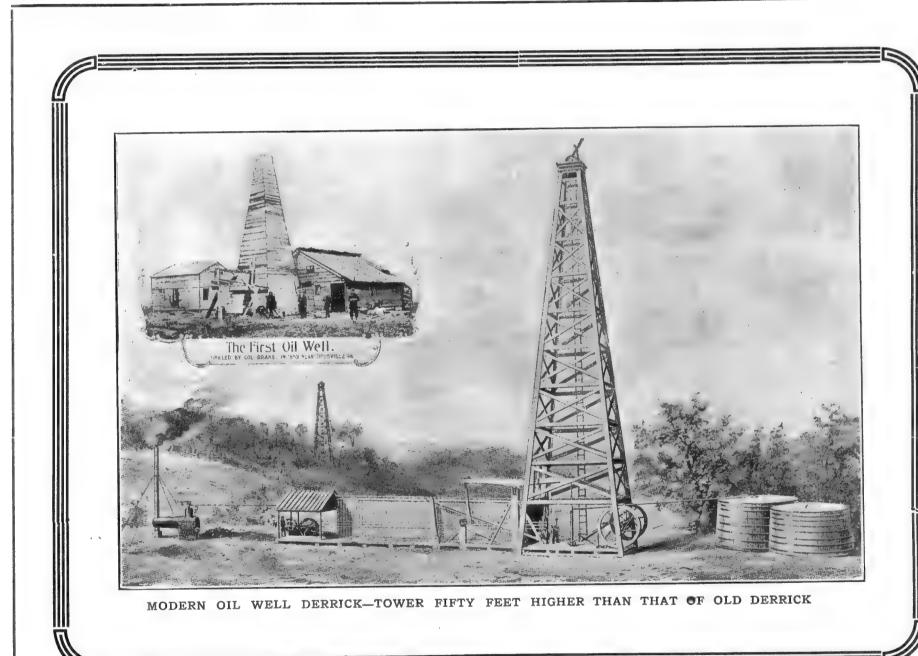
Progressive Concern Which is Playing an Important Part in the Interesting of Dollars in the Development of the District.

ATENT RESOURCES tributary to Calgary, as yet undeveloped because of lack of transportation facilities or other reasons, make up the storehouse which in years to come will be the source of Calgary's greatness. Development of these resources is necessary to the welfare and growth of this commercial centre and it is the men who are making possible this development by interesting men of means in the district, who are building well for the city and laying the foundation for fortunes. To these men belongs the credit for placing Calgary in a prosperous financial sphere and

men at the helm of this company that thousands of dollars from outside cities have been invested in oil lands and real estate in the city and in the surrounding district. When it is remembered that 30 men are on the payroll of the Power Cities, Investments, Limited, the scope of the business and the magnitude of the dealings of the concern may be grasped by the layman.

As fiscal agents for the Herron-Elder Oil Company, the Power Cities Investments, Limited, has brought about the investment of fortunes in oil stock of this pioneer company and has made possible the work of drilling and Hundreds of men are investing their money in these oil lands, realizing the value and insistence of placing their savings in the game early, and because of the reputation of the Power Cities Investments, Limited, for fair dealing and absolute security, much of the oil land dealing passes through the hands of heads of this company.

Activities of this concern are not confined exclusively to the handling of oil lands, the scores of lots in the residential and business districts of Redcliff and other industrial cities surrounding Calgary, speaking for the magnitude and scope of the business of the Power



maintaining the even flow of money to the city during times of depression in other centres of less solidity.

Prominent among the Calgary institutions which have made this possible through the activities of the young men of energy who are at the head of the company, is the Power Cities Investments, Limited, whose offices at 814 First Street West are now the centre of activity of the oil land operators of Calgary. From the day this company was incorporated in May of 1913 business has been booming at the busy hive of industry of the concern, the very atmosphere being laden with commercial vigor and it has been due to the work of the

boring which will eventually mean the opening up of a district of dollars tributary to Calgary, the indications promising the payment of millions in dividends to the winners who have wisely invested. When W. S. Herron located the Discovery well he opened an industry which means the revolutionizing of Calgary's greatness and the ultimate upbuilding of this city to the stage of metropolitanism. Property now being sold by the Power Cities Investments, Limited, located by Mr. Herron are five miles directly south of the Discovery well where oil is now being pumped, the product being of such rare purity that it has been used in automobiles without being refined and has given amazing service.

Cities Investments, Limited. Many settlers have been given lucrative positions and have been located in happy homes through the work of this concern. Standing at its head is E. A. Leeston-Smith as president, Louis D. Thompson, vice-president, with William D. Outman as treasurer. Leigh C. Robertson is secretary of the institution. With men of the energy and business solidity of these officers, backing the Power Cities Investments, Limited, the success of the company is not problematical. Calgary gained an asset of great value when the headquarters of the company were moved to this city from Redcliff and when these men became aligned with the growth and development of this city.

ONE HUNDRED AND THIRTEEN

Canadian Western Natural Gas, Light, Heat and Power Co., Ltd.

One of the Prime Factors in the Industrial Development of Calgary as a Manufacturing Centre

OUTHERN ALBERTA, peopled by thriving soil tillers and dotted with comfortable homes comprising prosperous communities, is doffing its swaddling clothes and entering the

stage of permanent industrial advancement. In the wake of the trail-blazer has followed civilization. Civilization has brought industry and the necessary establishment of mills and factories to supply the demands of a growing populace.

Calgary, the commercial centre of Alberta, has been exceptionally favored as an industrial point and because of unswerving confidence in its future growth displayed by manufacturers, promises to attain industrial supremacy, not as a city of smokestacks, but as a smokeless manufacturing centre.

Virtually in her back yard Calgary has an asset which promises to revolutionize the old-time lighting and heating systems and today the effect of the injection of the natural gas method of power-production in the factory field is being felt throughout the province.

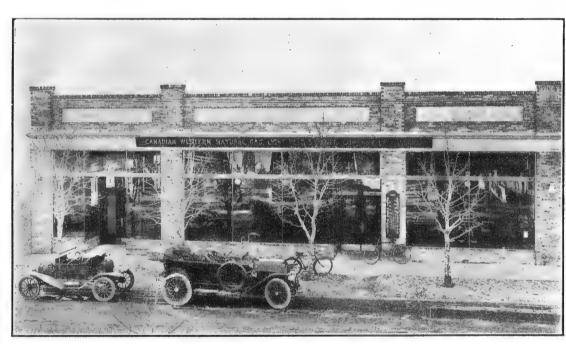
When the Canadian Western Natural Gas Company entered Calgary after constructing a pipe line 170 miles long from the wells in the Bow Island district, the possibilities of the city as a manufacturing centre were increased a hundred fold. Natural gas as a factory fuel and lighting medium is now play-

and the preservation of the good nature of mothers and sisters—these are a few of the many virtues of natural gas.

Prices charged Calgary people are low compared with those existant in other cities of similar size. Careful compilation of figures by the heads of the Canadian Natural Gas Company shows that dozens of eastern centres provided with natural gas are forced to pay 25 per cent. more in many cases. For domestic consumption in Calgary, the gas user is charged only 30 cents per thousand feet in the winter months and 35 cents in the summer. For power purposes the rate is 15 cents.

Territory being developed by the Canadian company in the Bow Island district is declared by experts to be very prolific and capable of supplying Calgary for years to come even though the city attain the size of 250,000. The producing wells of the company have a total capacity of 170,000,000 cubic feet per day, the average capacity of each producing well being 13,000,000 cubic feet, under a pressure of 800 pounds to the square inch.

Development of Western Canada's factories through the use of natural gas as fuel is assured. Cities served by this company are adopting the gas as a means of firing boilers at power plants and scores of manufacturing concerns are using the gas exclusively, having discarded wood and coal entirely.



NEW QUARTERS OF THE CANADIAN WESTERN NATURAL GAS, LIGHT, HEAT AND POWER COMPANY ON SIXTH AVENUE.

ing an important part in the development of scores of infant industries.

Implicit faith in the district was demonstrated by British capitalists who invested between \$4,000,000 and \$5,000,000 in this great natural gas enterprise and this faith has been one of the great factors in reducing the high cost of living in Calgary homes and a reduction of the cost of necessities because of the smaller cost of factory fuel has resulted.

The steel pipe line, 16 inches in diameter, which brings the supply of gas to Calgary, is capable of transporting between 35,000,000 and 40,000,000 cubic feet of gas per day, enough to care for the needs of the city for years to come. Additions are being made to the pipe mileage by this progressive company, backed by British and Canadian capital.

Record breaking time was made by the company in constructing the pipe line to Calgary. Work was commenced in April, 1912, the pipe being laid in a ditch three feet deep and 28 inches wide. Three months after the monstrous undertaking was started, the line, after crossing a river and several creeks and sloughs, had reached Calgary. The same summer 60 miles of pipe was laid in the city limits and 100 miles of branch lines was ready to carry the gas to communities to the south of Calgary. Acquisition of the properties of the old artificial gas company gave the Natural Gas Corporation 30 miles of mains in the city. Service was supplied the city the latter part of July, 1912, and this economical fuel is now being used by between 5,000 and 6,000 residents of the city.

No smoke, no cinders to pester the housewife, no building of fires and wasting of time and energy in the kitchen, a saving of approximately 50 per cent. in the cost of fuel With the abundant supply of natural gas assured and the excellent service given by the company continued, industrial progress of Calgary and Southern Alberta towns is but a question of time. Calgary will become a second Pittsburg—but minus the smoke and grime which accompanies the burning of coal and wood.

Courtesy in the treatment of patrons of the Ntaural Gas Company has been the means of making countless friends. Employees of this concern are ever willing to aid the consumer in solving his gas problems and to suggest methods for making the home, office or factory more comfortable through burning this economical fuel.

Mr. Eugene Coste, president and general manager of the company, has grouped about him an efficient coterie of experts who are doing much for the advancement of Calgary and the surrounding district. These men include H. B. Pearson, general superintendent; H. S. Tims, treasurer; Dillon Coste, secretary. The company has recently moved into the new office building at 215 Sixth avenue west, where adequate provision has been made to meet every requirement of the many gas consumers. This building is owned and occupied exclusively by the Canadian Western Natural Gas, Light, Heat and Fuel Company.

Natural gas as a fuel and a more-thansatisfactory lighting element is daily growing in popularity. For power purposes it has been proven unsurpassed. With the Canadian Western Natural Gas Company in the hands of its present efficient officers Calgary will soon take its place among leading cities of the United States and Canada as a manufacturing centre.

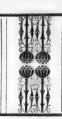






HUGH SMITH

Farmer, Realty Salesman and Land Owner Whose Implicit Confidence in the Future of Alberta Has Won Him a Fortune and Whose Enterprising Endeavors Have Been Factors in the Develop-





EVELOPMENT of the Canadian West has in years past been hampered by the activity of mercenary real estate salesmen, transients whose sole endeavor was to garner their gains and leave the community with the first ripple indicating

financial unrest on the commercial seas. Time has proven the mettle of the business man, however, and with the elimination of this mode of trafficking, the merit of the men responsible for the actual advancement of the district stands out even more boldly.

It has been the men who re-invested their profits, placed their shoulders to the wheel and swept aside all obstacles in the path of progress, tenaciously clinging to the upright business methods and ceaselessly working for the betterment of the city and community, who are today the pillars upon which rest the municipal and provincial structure.

Perhaps one of the most convincing examples of the workings of thrift and energy, embodied in a man of sterling worth has been that of the career of Hugh Smith, today a leading real estate dealer and farm owner of Calgary, and for more than 10 years a moving spirit in the development of Alberta.

After a strenuous life of toil, from the Atlantic to the Pacific coast, both in the United States and Canada, Mr. Smith has accumulated holdings of farm and city property in the vicinity of Castor and Calgary and Vancouver, B.C., which require his entire time and attention. His beautiful home in Mount Royal, 1141 Cameron Avenue, is one of the show places of the city.

When Hugh Smith came to Castor, Alberta, in 1904 with a few dollars which he had saved while working in Kansas and California, he took up a homestead and for four years devoted his energies to the tilling of the soil, conducting an occasional auction in the Castor and Stettler districts, his ability as a capable salesman being well known throughout the southern portion of the province. As with every line of work which Mr. Smith has taken up, he threw his concentrated energies into the development of his farm, secured additional holdings in the vicinity by careful management and so successful have been his endeavors that the few



HUGH SMITH Progressive Realty Dealer

dollars which he brought with him to the province have multiplied until they now reach six figures.

Perhaps one of the most unusual real estate deals in the district, one which demonstrates the tenacity and unfliching faith of Mr. Smith in every business deal he enters, was transacted by this enterprising pioneers at Medicine Hat while that city was budding into the industrial flower of today. Mr. Smith secured the property known as City View for about \$4,000. Business associates advised against the investment. The land was subdivided into city lots and in less than a year profits on the investment passed the \$100,000 mark. Foresight of an almost uncanny nature has marked the transactions of Mr. Smith. He has purchased a score of farms and sold them in a short time at advanced prices. He has bought farms in crop, sold the crop and later the farm and made profits on each sale.

Mr. Smith is still the owner of several thousand acres of farm land in Southern Alberta, the farms being leased to capable tillers. He has invested wisely in Calgary property and before being elected the first mayor of Castor securing holdings in that growing city and in Vancouver, B.C., which have proven profitable.

During the years he has been in Alberta Mr. Smith has been a staunch supporter of the Liberal party and its movements for the good of all people. His counsel and advice are sought at conferences concerning his fellow citizens because of his foresight, business ability and executive powers. He has been a worker for the growth of Calgary, Castor and Stettler and the surrounding territory and has never failed to aid movements planned to better these communities. Ruring the three years he has been in Calgary he has become listed among the prominent citizens.

Hugh Smith was born at Winchester, Virginia, September 5, 1868. His checkered career includes employment in the mines of California, farms of Colorado, Kansas and Alberta, in the auction business at San Francisco and in the real estate business at Calgary, his offices being located at 815 First Street East. Not only has the success of Mr. Smith been an incentive to younger men, but in his success he has shared his profits with the community by re-investing and actively aiding in the municipal



SILAS A. RAMSAY



One of the Pioneers of Calgary, Former Alderman and Mayor and a Sturdy Trail Blazer Who Has Done Much to Open the Canadian Northwest to





ARKING BACK THIRTY YEARS in the history of Calgary, today the greatest city of the province and the most important industrial center in the interior of the Canadian Southwest, is a task unable of accomplishment by the thousands who

make up the bustling business circles of the city in 1914. Thirty years ago Calgary was but a spot on the plains composed of squatty log cabins, a few tents and the stockade of the Mounted Police erected as a safeguard against the onslaughts of warlike Indians. Yet thirty years ago, after a life of strenuous endeavor, after devoting his utmost energies to the opening of the Canadian west to settlement, Silas A. Ramsay cast his lot with Calgary, hurled himself into the then curtailed commercial fray, rolled up his sleeves and entered upon the life work which has placed him among the leading citizens of the metropolis today, a retired but active business man.

The Calgary of today is reaping the benefits of the ceaseless toil of the men who, like Mr. Ramsay, devoted the best years of their life to the laying of the foundation of the cities and agricultural communities which have placed Alberta and the other prairie provinces on pedestals in the estimation and admiration of the financial world.

Leaving a period of 20 eventful years behind for a moment-Mr, Ramsay has been one of the men who have given to Calgary the reputation of being the best managed and operated city in the Dominion. As a staunch exponent of the municipal ownership scheme in civic government, the influence of Mr. Ramsav was the original power which has given Calgary control of public utilities. This sturdy pioneer, whose every move has been marked with the same enthusiasm with which he battled with redskins, cleared the forests for future settlement and braved the dangers of the frontier, has been honored by election to the highest civic office in the gift of the people of Calgary. For ten years he served on the aldermanic board of the city and in 1904 was elected mayor by a large majority.

His opposition to the granting of long term franchises to private corporations for the operation of public services has been instrumental in placing these profitable enterprises in the hands of the people. While chairman of the water and light committee of the city council the municipal electric lighting



SILAS A. RAMSAY Former Mayor of Calgary

system was installed and it was while he was active in the affairs of the council that the city took charge of the waterworks system, purchasing it from a private company. It has been largely through his activity that the foundation was laid at that time for the excellent water system and the electric lighting service now enjoyed by the people of

Mr. Ramsay is one of those wholesome toilers in behalf of the people who never grow old in years and energy. While championing the issues in the city council which has enabled Calgary to make the strides toward metropolitanism, Mr. Ramsay with his wealth of experience in the Canadian West, was looked upon by the younger councilmen as a sage, a wizard endowed with a remarkable degree of foresight and intuition. . His workings and his advice have proven well given and today, although Mr. Ramsey is in his sixty-fourth year, he still takes an active interest in the municipal affairs of Calgary. in the welfare of sporting organizations and the advancement of every movement of merit intended to better the city chosen as his home.

Delineation of the scores of adventures through which Mr. Ramsay passed, his struggles with influences which beset the pioneer, his services in the Riel rebellions, his experiences during the formation period of Calgary's growing stage and his steadfast faith and unflinching confidence in the ultimate future of Calgary, would require a volume. His life has been a life of moral cleanliness and determination of purpose and his accomplishments have been an incentive to younger men who have invested their all in Canada.

Mr. Ramsay was born in Aylmer, Quebec, on August 27, 1850, and when 17 moved to Almonte, in 1870 offering his services as a volunteer in the Riel rebellion in the Red River district. The trials and tribulations of the men who fought in these strenuous times have been chronicled and are well known to Canadians, After the rebellion he returned by way of St. Paul, the nearest railway station. In 1878 he disposed of his mercantile business at Almonte, engaged in the woolen manufacturing business several years and then turned his face toward Calgary in 1883. The city at that time was the terminus of the Canadian Pacific Railway, the construction crews pressing onward slowly.

With the outbreak of the second Riel rebellion Mr Ramsay, because of the reputation and fame gained during the first encounter, was made despatch carrier from the Calgary post. His thrilling fights with belligerent redskins and narrow escapes were numerous. With peace restored he re-entered his activities as one of the builders of Calgary and today his name is emblazoned on the historical horizon as the Calgary benefactor.

ONE HUNDRED AND FIFTEEN

John T. MacDonald

The Children's Friend

Interest in Welfare of Children of Calgary Has Earned For J. T. Macdonald, Prominent in Business, Fraternal, and Political Circles, Title of "The Children's Friend."

HERE isn't another man in the City of Calgary could do it, and I doubt if there is another man in the whole Dominion who could. It shows what the people think of our friend J. T."

The speaker was one of the most prominent barristers in Calgary. It was the day after the municipal elections for 1913. The man referred to was J. T. Macdonald, one of the most prominent business men in Calgary, who, lying on a sick-bed in his home, unable to take part in one

prominent barristers in Calgary. It was the day after the municipal elections for 1913. The man referred to was J. T. Macdonald, one of the most prominent business men in Calgary, who, lying on a sick-bed in his home, unable to take part in one of the most strenuous municipal campaigns in Calgary, had nevertheless, without appearing at one meeting, without making any canvass whatever, been elected to the position of school trustee by one of the largest votes ever polled in a municipal election in Calgary.

But to his friends the election of J. T. Macdonald did not come as a surprise. Ever since he came to Calgary in 1897 his interests in educational matters, and especially in the building of light, airy, healthful schools, with large playgrounds for the benefit of the growing boys and girls of the city, and the steps he has taken as an alderman, member of the parks and school boards, and as a private citizen, for the setting aside of parks and playgrounds in Calgary, has marked him as a man who has the interests of the city, and of the children of the city, at heart, and when his election was commented upon in view of the unusual circumstances surrounding it his friends asked "What did you expect? He's the friend of the children, and it was up to every father and mother in Calgary to vote for him." And judging from the returns from the various polling booths all over the city, every father and every mother in Calgary did vote for J. T. Macdonald.

But it is not alone as "the friend of the children" that Mr. Macdonald has achieved distinction in Calgary and in Alberta. Ever since his advent into the commercial life of Calgary he has earned for himself an enviable reputation as a careful, conscientious man, of irreproachable business methods, and in all his dealings with his fellowmen he is known for his prompt and honorable proceedings. That he enjoys the unbounded confidence and esteem of his fellow citizens is due solely to his enterprise, integrity and ability, for Mr. Macdonald is essentially a self-made man.

Like many other prominent men in the west, Mr. Macdonald comes from the Maritime provinces, having been born at Charlottetown, P.E.I., on September 6, 1874. After receiving his education in the public schools of the Island he was for a time engaged in farm work, and later followed the calling of a sailor for two years. The outdoor life of these callings, and the manner in which the then youngster was thrown into contact with men who did a man's work in a man's way have served Mr. Macdonald in good stead in his business career, and his enviable

manner of being able to meet all men on an equal footing, irrespective of their calling, and his robust physique that marks him as a big man even among big men, are the result of his early experiences as a farmer and sailor.

Recognizing early in life that the profession of a seaman, while providing plenty of excitement and an outlet for his energetic nature, did not conduce to making him a man of wealth or giving him an opportunity of doing his part in the upbuilding of any part of the Dominion in a commercial way Mr. Macdonald gave up the life at sea and entered



JOHN T. McDONALD

into the butter and cheesemaking business, then one of the leading industries of the Maritime provinces. For several years he was in this business, learning all that was to be learned, and becoming so expert that his services were retained by the Dominion department of agriculture as an expert.

So marked was his progress in the government service that in April 1897 he was sent to Calgary as superintendent of government cold storage warehouses for the North West Territories. The move was a propituous one for Mr. Macdonald, as it gave the opportunity of observing the development of the West, and afforded scope for travel, with the result that in 1898 he decided to leave the service of the government and enter into business for himself.

His next move shows the thoroughness of the man. Mr. Macdonald was desirious of entering into business for himself, and in order to gain experience he entered the service of a general storekeeper in this city, and for a year worked as clerk in the store. At the end of that time, deciding that he had learned all that he could learn about the business in that particular place Mr. Macdonald started up for himself.

Several times he was approached by his fellow citizens and asked to run for municipal office, and finally was persuaded to offer himself for election as alderman. He ran, was elected, served his term, and then, his personal matters requiring his attention, decided not to enter the lists again and devoted himself to business.

Until October 1911 he conducted a general grocery business, but at that time relinquished the grocery trade, and since then has devoted his attention solely to the hardware branch of his business.

solely to the hardware branch of his business.

He has served on the school and parks board with distinction, and at the last provincial general elections was induced to be the standard bearer of the Conservative party in one of the outside ridings, Although he was not elected at that time, the personal impression he made in the constituency where he was practically a stranger, and the clean but strenuous campaign he fought on behalf of his party, augure well for his future success in the field of politics.

It is perhaps as a Mason that Mr. Macdonald is best known in Alberta. He has been prominent in Masonic lodges in this city, and has held every office within the power of his fellow members to bestow upon him. Initiated on May 21, 1898, Mr. Macdonald was elected secretary of Perfection Lodge No. 9 in the following year; Senior Deacon in 1900; Junior Warden in 1901, and Worshipful Master in 1903, and in May 7909 was elected Grand Master of the Jurisdiction. He is also a member of Alberta Chapter No. 6 R.A.M. and Cyprus Preceptory 33 K.T., and is one of the best known members of the Masonic order in Western Canada.



J. C. McNEILL

Retired Pioneer Contractor and Builder, Member of The School Board and President of the Calgary Paving Company Who Has Been one of the Metropolis of Today.







ARKING BACK to the days of the hamlet of Calgary is a far cry, yet when the resident of the metropolis seeks information shedding light on the actual causes and reasons for the wonderful development of the city during the last several years it becomes necessary to look backward and eventually to give credit where credit is dueto the type of man of which J. C. McNeill, retired contractor and builder of Calgary, is a leading example.

When Mr. McNeill came to Calgary in 1886 the metropolis of today was little more than a cow-town of the plains. Enthusiastic for the better days which have since brought blessings, Mr. McNeill and his associates plunged into the fray, rolled up their sleeves and began to devote their best efforts to the upbuilding and betterment of the community. Their ambitions have been realized and it is due largely to their work that Calgary has been enabled to take her place among the leading cities of the Canadian West

After devoting his earlier years to the contracting business and carpenter work in Kincardine, Ontario, his birthplace, Mr. McNeill came to Calgary to become one of the potent factors of the citys growth. Not content to sit idly by and watch fellow men brings results beneficial to him and the city, Mr. McNeill took an active part in all movements of merit looking toward the welfare of the community.

It was not long before his ability as a contractor and builder was recognized and three years ago, after erecting several of the larger business blocks, residences and warehouses of the city, he retired to







J. C. McNEILL





enjoy the fruits of his earlier endeavors. The beautiful home of Mr. McNeill at Sixth Avenue and Third Street West is one of the show places of the city.

Prominent among the buildings erected by Mr. McNeill in the heart of the business district of Calgary have been the Neilson Furniture Company establishment and the Calgary Furniture store on Eighth Avenue East, the four-storey building occupied by the National Drug Company on Seventh Avenue West, the Fairbanks-Morse Company warehouse, scores of residences and many business blocks on Eighth Avenue East which are owned by Mr.

The Caledonian block is one of the properties of this progressive Calgary builder, Mr. McNeill also erecting and owning the Rex Theatre on Eighth Avenue East which was taken over by the government to make room for the erection of the palatial new post office at Eighth Avenue and First Street East, work on the site-clearing now being under way. This theatre was erected at a cost of more than \$60,000.

Business affairs have not been allowed to hinder Mr. McNeill from taking a prominent part in fraternal, social and civic affairs. He is a prominent member of the Bow River Lodge, A.F. & A.M., the Odd Fellows, and is one of the leading active members of Knox Presbyterian church. At the last election he was chosen a member of the school board by a large majority and his efficient work in that connection is already beginning to bring results. His citizenship is a valuable asset to Calgary.





ONE HUNDRED AND SIXTEEN

THE BRAGDON LAND COMPANY

A. F. BRAGDON

Enterprising Calgary Company Which is Giving Alberta Investors an Opportunity to Secure Desirable Residence and Business Properties in Grouard, the Coming Northern City, and Other Advancing Districts of the Dominion.

TRIDES made by the province of Alberta and the cities which dot its plains during the last several years have been made possible through the sincere efforts of men and institutions responsible for bringing investors to the community and interesting dollars in the latent resources which for cons have lain idle and unproductive.

When the Bragdon Land Company was established in Calgary three years ago by Mr. A. F. Bragdon, the president and manager of the enterprising company, the city gained an asset in the citizenship of men standing back of the concern as well as in the operation of the company which is offering desirable residences and business sites in Grouard, the gateway to the thriving Peace River country and the coming metropolis of the northern

When Mr. Bragdon came to Calgary from Seattle, where he was four years a trusted associate in the firm of Daniel Jones & Company, he brought to the city his years of experience and activity, placing his knowledge of real estate dealings at the disposal of investors that they might profit from his advice in the location of profitable, revenue producing properties. Through the efforts of this young business man scores of people not only in Alberta but in the Canadian West have been interested in Ground and Calgary properties investing their Grouard and Calgary properties, investing their savings in properties and in many cases making

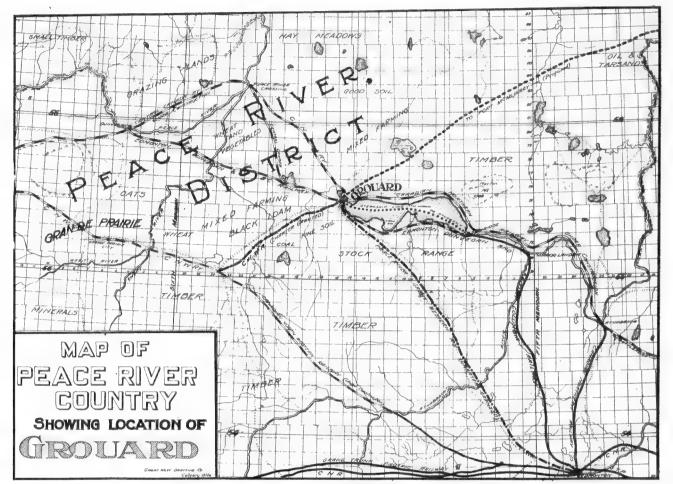
their homes in the province.

Because of the activities of such men as Mr. Bragdon and his associates Grouard has grown from Bragdon and his associates Grouard has grown from a mere trading post to a city of more than 3,000 thriving people, the city claiming but 1,000 people one year ago. Mr. Bragdon's company is now handling River Lot 21 at Grouard, one of the most desirable tracts inside the city limits, the lots being only two blocks from the post office and all located in the control of the handless of the control of the based within a few minutes walk of the centre of the busi-

within a rew initiates waik of the centre of the business district of the growing town.

For a century Grouard has been the most important distributing point to which all roads of the great north country converged. Five railways are now being headed toward Grouard, recognizing the strategic position of the city at the end of Lesser Slave Lake. The trend of settlement and the march of progress has now extended far into the last west and abundant indications point toward the famous Peace River district as the magnet which is drawing the throngs of home seekers to the region, Grouard being the gateway to this fertile area. The city is surrounded by immense areas of virgin soil of an exceedingly productive character, vast forests of merchantable timber and a great wealth of undeveloped resources.

It was at Grouard where the venerable Bishop Grouard established his headquarters half a century ago and established the first mission as well as



LOCATION OF LAND HANDLED BY THE BRAGDON LAND COMPANY

constructing the first steamboat to ply on Lesser Slave Lake, the largest and only navigable lage in Alberta. Halfbreeds, hunters and the frontiersmen are being crowded back by the influx of population which is turning toward Grouard. Farms are being tilled, houses are being erected and the city is fast attaining the importance of a distributing point of magnitude.

The city is located on two beautiful slopes overlooking the lake to the south and over Heart River and Buffalo Bay and beyond for miles to the west. Ideal climatic conditions give impetus to sport and pleasure. Grouard is the only city in the Peace River country and is 300 miles northwest of Edmonton, the capital of the province, and 200 miles

from Athabasca, the nearest town. The elevation is 1,900 feet above sea level and serious illness is little known to the residents because of ideal climatic conditions. More than 100,000,000 acres of agricultural land is tributary to the city, insuring the progress and prosperity of Grouard and the early advancement in the value of business and residential sites now being handled by the Bragdon Land Company of Calgary, with offices at 116 Ninth Avenue East, within a stone's throw of the C.P.R. station. Business men of Calgary and the surrounding district are daily demonstrating their foresight by investing in Grouard property, realizing the certainty for growth and the ultimate building of a metropolis.

Peerless Oil Works, Limi

STABLISHMENT OF INDUSTRIES in Calgary whose aim is the reduction of the high cost of living, that bogey which has hovered over the west during late years, is gradually bringing about the placing of affairs on a more neutralized basis, these industries being managed by men who have been students of conditions throughout the Dominion for

When the Peerless Oil Works, Limited, was through the of last year ugust efforts of J. A. Gallagher, the young commercial general who is directing the affairs of the company, Calgary people welcomed the entrance into the field of a company free from trust control and capable investors of the city have subscribed liberally for stock, Calgary people being the members of the directorate. In return the Peerless Oil Works plan to give to Calgary one of the best equipped and most modern blending plants and petroleum products factory in the Canadian West, the site for the big plant having already been purchased in East Calgary, property 250x300 feet having been secured in a desirable portion of the wholesale district.

This young, enterprising corporation has already been greeted with a satisfactory business in Calgary and the province through the efforts of directors of the concern and the reputation of Mr. Gallagher as a capable oil dealer, he having spent several years as manager of the Continental Oil Company in Calgary before organizing the Peerless concern. For more than six years Mr. Gallagher has been actively engaged in the oil business and although young in years he is old in actual experience and in young in years he is old in actual experience and is now laying the foundation for a career of promin-ence among industrial leaders of the west. In addition to his business affairs in connection with the Peerless Company Mr. Gallagher is establishing automobile gasoline stations in the centres of the four divisions of Calgary, east, west, north and south. These "red sentinels" although installed but a short time are coming to be known and patronized by scores of automobile owners. Tanks containing 500



Independent Calgary Oil Company Which Plans to Erect One of the Largest Blending Plants in the West and to Supply Farmers With Oil Products at Low Prices From Home Stations.



J. A. GALLAGHER

gallons are buried near the curb, the pump at the station transferring the gasoline from the tank to the machine without difficulty or confusion.

The Peerless Oil Works, Limited, promises to become one of the foremost institutions of the kind in the province because of the stand already taken in connection with the farmers of Alberta. Plans are under way for the operation of the company in connection with the farmers of the company in connection with the farmers of the province, the establishment of stations in every town of any importance and the supplying of oil by the steel drum to all shareholders at prices slightly above cost, thereby saving the consumer gasoline and kerosene a large amount annually. This movement means the employment of a score of additional men, the manufacture of greases and blending of oils in Calgary and the placing of a dozen commercial travellers in the field to handle properly the vast amount of oils consumed by the farmers and other dealers. The Peerless Oil Works, Limited, is virtually taking the first slap at trust control of oil products and is giving the consumer the benefit of competition.

Oils and crude products are now being shipped to Calgary from Pittsburg, and other parts of Pennsylvania, Texas and Coffeyville, Kansas, the finest of oils being dispensed in the territory covered by the Peerless Company.

At the head of this progressive concern stands G. A. Buchanan who is also interested in Calgary enterprises; Secretary-Treasurer Cole works in connection with the managing director, J. A. Gallapher, the young general who is now directing the affairs of the concern and who was responsible for the formation of the company, while the directorate includes G. A. Buchanan, prominent broker of Calgary, L. A. Cole, formerly an oil expert with the Texas Oil Company of Chicago and other Calgary business men confident of the success of the company and possessed of unflinching faith in the capable management of the concern by Mr. Gallagher and Mr. Buchanan.



Campbell &

Griffin

LIMITED

Dealers in Wholesale Fruits and Produce Who
Have Built up one of the Greatest Businesses in
the Canadian West Through Strict Adherence
to Sound Commercial Principles and Mercantile
Methods.

DVANCEMENT of a metropolis of the importance of Calgary is dependent upon the establishment and operation of such industries as will satisfy the demand of the populace in the most pleasing manner. Without wholesale houses and factories the future of the city aspiring to greater heights falls flat. With the operation of wholesale houses such as that of the Campbell & Griffin Company, the future of the municipality becomes roseate and growth is assured.

It was in 1903 when the Campbell & Griffin Company entered the field centred by Calgary, both Mr. Donald G. Campbell and Mr. J. Y. Griffin, grasping the presented opportunity and pinning their faith to the development of the city that has become the industrial centre of Alberta. Mr. Campbell has since retired from the firm, Mr. Griffin controlling the company.

From a small beginning the business has grown to such proportions that the firm now occupies a five-storey brick structure at 348 Eleventh Avenue West and demploys a small army of travelling salesmen, office hands and warehousemen. Merchants of Calgary owe much to the Campbell & Griffin Company, this concern having brought to their very doors products, fruits, vegetables and a variety of confectionery, cigars and cakes and cookies, which in years before the establishment of the firm were practically forbidden to the trade because of the exhorbitant cost.

The warehouse of the Campbell & Griffin Company is one of the most complete in the province. Every article carried in the heavy stock is so placed that it may be reached at a moment's notice by the warehousemen. "A place for everything and everything in its place" is the maxim under which the Campbell & Griffin Company workers toil. There is a noticeable lack of confusion, no delays in filling orders and no fuss or fumble when the wagons or automobile trucks of Calgary merchants drive to the door and call for certain articles desired.

Storage quarters are provided in the spacious building for surplus stocks of the many merchants of the city.

When the Campbell & Griifin Company made the organization of the Merchants Cold Storage Company, Limited, possible, the city of Calgary was given the largest cold storage plant accessable to merchants in the district, the only one used by merchants of Calgary today and the best equipped cold storage plant in the Canadian West.

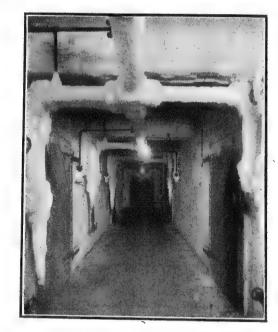


HOME OF CAMPBELL & GRIFFIN, LTD.

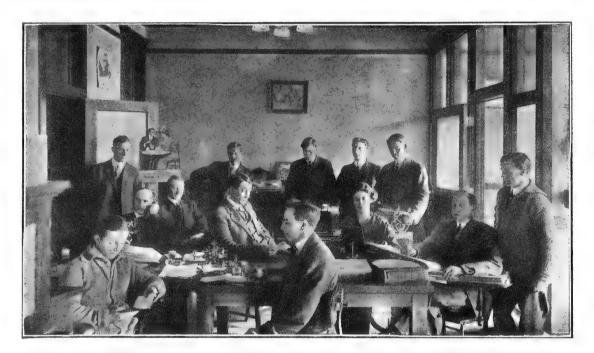
Monetary thought impresses the mind of the citizen with the importance of this company to Calgary. Consider but a few facts. Cold storage accommodations are provided for the handling of more than 100 carloads of products in the cold storage rooms of the Campbell & Griffin Company. Rooms are provided at temperatures varying according to the demands of the articles stored. In the sharp freezing room where the beeves and meats are placed the thermometer drops to 30 degrees below zero and varies according to necessity. Then there are other well-fitted rooms for the butter, the eggs, cheese, fish, meats, fresh furs, and other perishable commodities and produce handled by the wholesale and retail dealers of Calgary. These rooms are constantly kept at the same temperature by the plant in the basement, the thermometer being watched by all employees.

Whether it be the banana room where the temperature is kept at the tropical mark or whether it be in the next room where the mercury falls to many degrees below the mark of human comfort, men are employed by the Campbell-Griffin Company through Manager A. G. Archibald, are at all times alert and watchful for the benefit of the patron who places his goods in the charge of this enterprising concern

One of the most interesting rooms served by the cold storage plant of the Campbell & Griffin Company is the apartment set aside for the storage of valuable furs during the heated months. Fur coats,



CORRIDOR OF THE COLD STORAGE PLANT



OFFICE AND SALES STAFF OF CAMPBELL & GRIFFIN
—Manager Archibald at Desk in Centre.

caps, capes, stoles, gloves, mufflers and every article conceivable to the imagination manufactured with the pelts of animal friends are to be found hanging in rows in the rooms of the cold storage department of the Campbell & Griffin Company for preservation during heated months.

Under the management of Mr. Archibald the company has installed one of the most sanitary and upto-date ice cream manufacurting establishments in the province, the "Prairie Lily" ice cream being shipped to all parts of the province and also delivered to hundreds of Calgary consumers. Cream is shipped direct to the company from the dairymen of the province. A creamery is owned and operated by the company at Bowden, Alberta, where the well known "White Swan Creamery Butter" handled by the company is churned and prepared for the thousands of patrons of the Canadian West.

In July 1913 J. Y. Griffin took charge of the en-

In July 1913 J. Y. Griffin took charge of the entire business, purchasing the complete control and placing A. G. Archibald in charge of the management of the business. Under the supervision of Mr.

Archibald the business has made phenomenal growth, systems installed and methods employed having eliminated loss and conserved resources. Mr. Archibald was for several pears a part owner of the wholesale fruit and produce business of Parkinson & Archibald of Vancouver, B.C., he having sold his intrests there to join Mr. Griffin in Calgary on August 1, 1913. His efforts and sincere endeavors have resulted in placing the business on a firm financial basis.

The building occupied by the Campbell & Griffin Company is a credit to the city of Calgary. Seven floors are devoted to the storage and preservation of goods and produce, the building having a floor space of more than 40,000 square feet. Under the management of Mr. Archibald automobiles have been provided for travellers covering the rural districts, enabling the merchants to receive the goods in better condition, the traveller to cover a greater territory and the community to benefit from the activities of the men who have posible this betterment in commercial conditions.

Graveley & O'Neil



Financial Agents, Realty Dealers, Insurance Writers and Dealers in Mortgages and Loans Who For Twelve Years Have Been Prominent Factors in the Growth and Development of Calgary.

HAT the west is the place for young men of ability and stability, energetic and endowed with foresight and business acumen, who are willing to place their shoulders to the wheel and when necessary shoulder their share of the burdens of the community, find expression in successes which have crowned the efforts of some of the most

In all big movements where adventure is intermingled with thrift, there are certain men who adopt a conservative, careful business course and when the first flush of commercial excitment is over remain as the pure gold in the bottom of the crucible.

substantial business firms of the Greater Calgary.

Twelve years ago when Calgary was but a struggling village two young men, imbued with the development and forward spirit of the times, foresaw the possibilities of the future, laid their plans carefully and well and formed the Graveley & O'Neil Company with the intention of handling real estate, insurance and financial transactions of merit. They set a high standard when offices were opened and because of steadfastly clinging to his idealism in the commercial world, closely following the business policies prepared in pioneer days, these two

ONE HUNDRED AND EIGHTEEN

young men, Vance B. Graveley and Harry E. O'Neil are today recognized among the leading commercial captains of the metropolis.

During the fat and lean years of the progress of the city these alert business men have been in the thick of the financial fray. Because of their activities Calgary has been given great financial assistance through the placing of large loans on business and residential properties, the money being supplied by clients in Canada, England and the United States who have placed their affairs in the hands of this responsible company with the knowledge that best available results will be secured because of their unequalled connections.

Mr. O'Neil was born and raised in Calgary, and after gaining an education at large institutions returned to his birthplace to assist in its development. Twelve years ago he was joined by Mr. Graveley, the partnership continuing and resulting in great good for the Calgary community.

An evidence of the success of the firm has been the erection of the commodious Graveley & O'Neil building on Eighth Avenue West, in the heart of the business district, the structure being occupied by many responsible firms and professional men. Loaning money on business property as security has been one of the largest branches of the business of the Graveley & O'Neil Company, scores of merchants and owners of structures having been helped over the rough places through the timely assistance of clients of Graveley & O'Neil, much of their personal funds also being placed at the disposal of patrons. In connection with the loans, the company handles a lucrative insurance business. Among the companies represented are the Canada Permanent Mortgage Corporation, the Northern Fire Assurance Company of London, the Pallantine Fire Insurance Company of London and the Canada Accident Insurance Company, scores of structures in Calgary being protected by policies written by this concern.

Business sites in all parts of the city, prominent corners which in a short time will be occupied by stately commercial structures and residential property close in, is being daily handled by Graveley & O'Neil, financial depressions and flurries having had little effect on the solidity of their transfers and the aggregate of their business. Both Mr. Graveley and Mr. O'Neil are devoting their undivided attention to the management of their thriving business.

V. R. HULL & CO.

Insurance Brokers

-FIRE

Plate Glass, Automobile and Accident

Representing

The Liverpool-Manitoba Assurance Company General Fire Assurance Corporation of Perth, Scotland Dominion of Canada Guarantee and Accident Insurance Company We cheerfully furnish rates at all times, and business entrusted to us will receive our prompt and careful attention

Rental Agents for the following Properties:

Grain Exchange Alberta Block Albion Block Victoria Block **Duplex Building and Trackage Warehouses**

Call or Phone Us in the

Grain Exchange Building Ground Floor

R. Sutherland James

Calgary Pioneer, President of the Oil Association, Sportsman, Real Estate Dealer and Enterprising Citizen Whose Efforts in Behalf of the City Have Aided in Placing This Industrial Centre on a Metropolitan Plane.

> ETROPOLITANISM is achieved by no city without sincere and ceaseless effort on the part of those enterprising citizens who have watched the city grow from the village and whose daily endeavors are for the betterment and advancement of the community. Opportunism plays a small part in the growth of an industrial center of the importance of Calgary. It has been the constant "plugging" of pioneers, aided by the younger generation that has been responsible for the prosperity of Calgary. When the person seeking information delves into

> the history of practically every business concern of merit and financial solidity in the city of Calgary it is found that the foundation for that business was laid by the men who braved the privations of pioneer days and came to the city when it was but a trading

> Men of the type of James R. Sutherland, who came to Calgary in 1893, the men who are today the pillars of the civic structure, are those to whom belong praise for placing Calgary on the metropolitan plane reached during the last few years. Mr. Sutherland, still active in the business world, has been



JAMES R. SUTHERLAND

unafraid to place his shoulder to the business wheel and share the burdens that Calgary might advance. His activities in civic affairs have been limited because of his long service with the Dominion Government, yet he has been one of the moving spirits for a greater Calgary, his position preventing him from accepting an elective or appointive office in the city government.

After leaving the lumbering and contracting business in Winnipeg in 1893 Mr. Sutherland cast his lot with Calgary, a short time later entering the service of the Dominion Government when he was appointed agent of Dominion and Crown Lands, affiliated with the Department of the Interior. His activities for the increasing of farm produce resulted in his election as secretary and later as president of the Agricultural Society of Calgary which has since been reorganized as the Calgary Exhibition Company. He was elected president of the new company the first to be chosen.

Mr. Sutherland's experience in the early days of the district have been interesting although perilous and fraught with dangers. He made his first trip to Winnipeg in 1875 by dog train over the Dawson trail from Fort Frances, covering 250 miles in 10 days with the mercury hovering about the 40 below mark. Winningg wa Garry and was considered on the outskirts of civilization.

He is one of the foremost farmers of the Calgary district, cultivating a large tract south of Calgary which is bringing in golden gains. He is in addition president of an investment company and vice-president of the Commonwealth Trust Com-

JOHN NOLAN Α.

Pioneer Whose Untiring Efforts Have Resulted in Great Good for His Townsmen, Countrymen, Calgary and the Province.



EING IN BUSINESS and being a business man are situations and conditions diametrically opposed. Many men there are who are in business who claim to possess the ability of business men yet their activities and their accomplishments fail to display

the workings of that faculty. When the doubter ponders a moment over the accomplishments of such staunch pioneer business men of the capability of John A. Nolan, one of Calgary's leading grocers and consul for Sweden in this district, the clouds of skepticism regarding the power of the Canadian West to develop a commercial captain of prominence when the subject lends his mental and physical abilities to the effort, are

wiped away.

John A. Nolan and the businesses and enterprises in which he is interested stand out as glowing examples of thrift and progress in Calgary and the The advancement and strides prosperity made through strenuous toil and strict attention to business by John A. Nolan have acted as incentives to younger business men who have harkened to the call of the west and have become identified with the future of Calgary and other

The popular Nolan grocery at 127 Eigth Avenue West, is one of the leading concerns of the kind in Calgary. There are other stores occupying larger

floor space yet there are few carrying the same fresh stock of goods and the variety displayed at the Nolan store. Delivery wagons are kept busy every hour of the day answering the calls of Calgary patrons who desire the freshest of groceries and the most prompt service. Mr. Nolan takes an active interest in the business and gives his personal attention to the management of the affairs of the store. His employees, each and every one endowed with gentlemanly demeanor and the qualities that enter into ideal salesmanship, cause the customer to feel that the Nolan grocery has been established to supply products of superiority for his or her benefit exclusively. It has been this attention to the individual purchaser that has placed the Nolan grocery among the leaders. Located in the heart of the commercial district on Eighth Avenue, within easy reach of all residents, the store is a Mecca for housewives on their regular shopping trips.

The story of the rise of Mr. Nolan during the last decade reads like an interesting fairy tale, the fairy influence, however, being supplanted by the hard knocks and ceaseless effort, which has marked the

life of Mr. Nolan.

In 1883 Mr. Nolan harkened to the call of Calgary. Shortly after coming here he entered into partnership with Mr. Ferguson in the grocery business. Mr. Ferguson later selling his interest to Mr. Nolan who has conducted the business since.



JOHN A. NOLAN

The Fluron and Bruce Oil and Natural Gas Co., Itd.

One of Few Oil Companies, Headed by Men of Financial Repute, Which Has Backed the Oil Drilling Effort With the Reputation of Former Conquests and Which Has Demonstrating Good Faith to the Investor.



T HAS BEEN but comparatively few years ago since Calgary and the surrounding territory was unknown to the outside world because of the distance of the tributary districts to transportation. The pioneer, the introduction of equipment capable of improving the territory, the coming of the business man and then the building up of the civic centres have brought Calgary and environs to the metropolitan stage through the efforts of men who have not been content with sitting idly by and watching developments.

When the Huron & Bruce Real Estate Company was formed in Calgary several years ago by Mr. A. M. Rowan and Mr. John Cuthill, coming to Calgary from Bruce county and Huron county, Ontario, respectively, the growing city was given the citizenship of two men who have meant much to the advancement of Calgary's cause during the last several years' The climax of their endeavors has been reached with the formation of the Huron & Bruce Oil and Natural Gas Company, Limited.

Conservative in all matters, whether it be real estate, oil lands dealing, activities in affairs dealing with the welfare of the city or any other matter coincident with the life of these business men, they have placed before the public the opportunity of investing in oil shares in which their own funds have been placed, the confidence of their clients and the investments of these responsible people proving to the laity the merit of the undertaking.

Through the activities of these men the Huron & Bruce Oil and Natural Cas Company, Limited, has been formed with an authorized capital of \$200,000, divided into 20,000 shares at \$10 each, the offering of stock having been eagerly sought by the investing public throughout the province. Because of the clientele established by the Huron & Bruce Company in the real estate business and the confidence imposed in the heads of the company the oil stock sales have been great, dependent upon the recommendation of Mr. Rowan and Mr. Cuthill, backed by the judgment of such well known oil experts as W. S. Herron, directors, and others.

Comparisons are odious yet a glance at the records of men who are today devoting their time and energy to the development of the properties owned by the company, and the securing of flows of oil and natural gas, serves to convince the doubter of the financial solidity of the company and the earnestness and sincerity of purpose of the Huron & Bruce Oil and Natural Gas Company.

At the head of the company, as president, stands Robert S. Rowan, 815 Fourteenth Avenue West, a capitalist who is well known to citizens of the Canadian West. Colonel G. West Jones, a well known capitalist whose efforts for the betterment of the city have meant much to Calgary, is vice president, while Mr. A. M. Rowan, president of the Huron & Bruce Company, 711 Centre Street, is secretary. John Cuthill, of the Huron & Bruce Company, is treasurer.

Directors of the company include many of the best konwn financial leaders of Calgary, their activities having been confined largely to the investment of their own funds and those of men who have been attracted to the Canadian West through the Huron & Bruce Company. The directors include W. S. Herron, one of the best known oil experts of the district, an expert active in the fields of Pennsylvania and for eight years a resident of the Calgary district, four years of this time being devoted to a study of the fields where the Huron & Bruce Company is preparing to drill for oil and gas. William, Elder, another director, has for some time been employed as driller for the company which struck oil in the Discovery well. Ard. L. Gaunce of the Scott Fruit Company of Calgary, Philip Murphy, 341 Seventeenth Avenue West, well known capitalist, and George Cardiff, a rancher tilling more than a section of land north of Calgary, complete the directorate.

Holdings of the company include 1280 acres in the heart of the Calgary Oil Fields, about two miles north of the Discovery well, where oil of an unusual high grade was struck in commercial quantities. Preparations are now under way for the drilling of a well on Section 20, Township 20, Range 2, West of the Fifth Meridian. It has already been demonstrated beyond the shadow of a doubt that oil in commercial quantities exists in the district where this company is preparing to sink the well. No stock has been issued for promotion purposes. Men at the head of this company and a perusal of their financial standings in the community are convincing evidence of the

solidity of the corporation.

C.P.R. IRRIGATION PROJECT, TRIBUTARY TO CALGARY, IS LARGEST OF ITS KIND ON AMERICAN CONTINENT

HE Canadian Pacific Railway has been engaged, for some years, in developing a great irrigation project, commonly known as the "Irrigation Project," in Southern Alberta, on either side (but principally on the north) of the company's main line through this Province and extending east from Calgary to within about 30 miles of Medicine Hat. The Bow river bounds it for a considerable distance on the south, and the Red Deer river for a distance on the north. It is the largest individual irrigation project on the American continent, containing 3,000,000 acres; its area is five times as large as the irrigated area in Utah, greater than the irrigated area in California, equal to the total irrigated area in Colorado, and greater than one-fifth the total irrigated areas of the United States.

This undertaking, involving as it does heavy capital expenditure, has not been necessitated by the same adverse climatic or soil conditions that have caused the creation of irrigated tracts in other parts. Southern Alberta is neither arid nor desert; it produces without irrigation some of the finest crops that can be grown on this continent; and, unlike some sub-humid countries, it is free from cactus and sagebrush. It is blessed with a rainfall that is sufficient for all its ordinary wants.

Water When Crops Demand it

But irrigation is a system of agriculture in advance of farming by rainfall, not a mere expedient for flooding the ground where there is no rain. The farmer in a rainy country suffers fully as much because it rains too copiously at the wrong time, as he does because it does not rain when his crops need moisture. Rarely does he require all his land watered at the same time. Some crops thrive only when moist, and some are destroyed by moisture.

It is a well-known economic fact that there are not in the whole range of economic plants produced on the farms of America any two that require exactly the same quantity of moisture at exactly the same stage of growth, and it is equally clear that where farming is carried on depending upon natural rainfall only, which does not differentiate, all plants are perforce treated alike, no matter how varied their moisture requirements may be.

In an irrigated country the farmer can generally apply the exact degree of moisture to suit any crop. The very color and texture of fruits and vegetables can be regulated by irrigation. The irrigation farmer can keep his crops growing until they have attained their maximum development, and then shut off his water supply and ripen them quickly. For instance, the onion raiser keeps his bulbs growing until time to ripen, then dries them off, retaining the most perfect keeping qualities; or by keeping potatoes evenly moist, they are made smooth and free from knobs and second growths.

Irrigation of grain crops is practised purely and simply as a method of crop insurance, not as a necessity. Irrigation introduces the element of insurance at a small cost, and the highest returns can therefore be confidently expected every year, no matter whether the rainfall be over or under the normal volume. In common with all countries, Southern Alberta receives during occasional seasons a rainfall insufficient in its total volume, or so irregular in its distributon as to preclude the possibility of producing a first-class crop. This is the fate of all agricultural countries almost without exception, where irrigation is not available.

Yield Increased by Irrigation

Again, irrigation increases the yield from the land. Experiments conducted at the Dominion Experimental Farm at Lethbridge show that the six-year average of Marquis wheat on irrigated land is 44.37 bushels per acre, compared with 25.02 bushels on non-irrigated land—banner oats, 96.23 bushels, as against 61.26 bushels—and two-rowed barley, 70.35 bushels as against 40.22 bushels.

By no means the least important advantage of irrigation is that it eliminates the principle of the summer fallow, by which land is left to lie idle during the year preceding the crop, in order to store in the soil two seasons' rainfall.

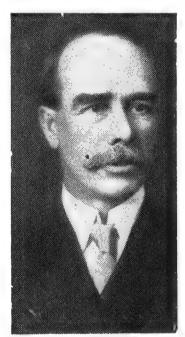
Alfalfa is Coming Crop

In no other direction is irrigation attended by such beneficial results as in the production of fodder crops, such as alfalfa or timothey, or of the many varieties of native grasses or such legumes as the pea-vine. The history of irrigation enterprises in the United States shows that the basis of irrigation is not so much the production of either fruits, cereals,

garden truck, or other expensive crops as the feeding and finishing of livestock and the development of dairying in all its branches. Animal husbandry vastly overshadows any other line of agricultural production on the irrigated farm. The fact that the bulk of the cereal crops harvested on irrigated farms is fed to livestock is conclusive evidence in support of this. The raising of fodder crops is therefore of paramount importance, and in few cases can such be carried on so successfully as in Southern Alberta under irrigation.

Fatten Stock on Alfalfa Alfalfa, the king of fodders, has long since passed the experimental stage in the Province of Alberta, and has proven one of our surest and most profitable crops. Horses work on it without grain; fed to dairy cows, it produces the richest milk; cattle and sheep fatten on it with only a small grain ration; even pigs eat the dry hay readily and can be pastured all summer on the alfalfa field. Valuable also as a fertilizer and as a renewer of the humus elements in the soil, it will in a short time become one of the leading crops on the irrigated lands of the province.

All varieties of roots and vegetables usually grown in temperate climates are profitable under irrigation in Southern Alberta; and owing to the great increase in population during the past decade, there is a large and constantly expanding market for garden produce. Irrigation is especially suited to the intensive methods of agriculture necessary with garden truck.



J. S. DENNIS -Father of the Famous Irrigation Undertaking East of Calgary.

Many residents of Alberta have not become acquainted with the prairie strawberry, and to many it will be a surprise that the dining cars of the C. P. R. are supplied during the season with strawberries grown under irrigation in the open air, at the company's demonstration farm at Strathmore. The raising of sugar beets is also another department from which great activity may be expected.

The creation of the irrigation block is part of the Canadian Pacific Railway's progressive colonization program, in the expectation that the block will contribute more traffic per acre to the company's system than any other area tributary. The irrigation block comprises only a fraction of the total area of lands which the

company has for sale.

Its aim never was to make any immediate profit out of the sale of irrigable lands or selling water.

Plateau 3,400 Feet Above Sea

The irrigation block is an open prairie plateau, with a general elevation at its western boundary of 3,400 feet above sea level, which slopes rapidly towards the east until an elevation of 2,300 feet is reached at the eastern boundary. For convenience in development, it is divided into three sections, Western, Central and Eastern, of which the Central section has not yet been developed.

The Western section contains 1,039,620 acres, of which about 370,000 acres have been brought under ditch. Construction was commenced in 1903 and completed in 1910, and water was first used in 1907. Water for this section is diverted from the Bow river at a point just inside the easterly city limits of Calgary. Sixteen hundred miles of main and secondary canals and distributing ditches have been constructed, in addition to several hundred miles constructed by the farmers.

Bow River Supplies Water The Eastern section contains 1,156,220 acres, of which 440,000 acres are to be rendered irrigable. Water is obtained from the Bow river by means of the great dam just completed three miles southwest of Bassano. The estimated mileage of canals and ditches necessary to serve it is 2,500. A large portion of the irrigable lands in this section are now open for settlement, and a start has already been made, with the location recently of a score of families who came from Colorado and took up "Ready Made Farms" north of Bassano.

Soil of the irrigation block is of a light character, and while one part may differ somewhat from another, it is rarely that the heavy clay soils found in other parts of Canada, and which are so hard to work, are met with. Lighter chocolate or dark-colored loam that has a slight admixture of sand makes the best soil for all classes of agriculture work. Such soils are "fast" growing soils; that is, crops make rapid growth during the warm months. These sandy loam soils seldom "bake."

C. P. R. Takes Over Big Project

In the spring of 1912, the Canadian Pacific Railway acquired the irrigation system then owned by the Alberta Railway and Irrigation Company, and is now operating it under the name of the "Lethbridge Section." This, the pioneer irrigation undertaking on a large scale in Western Canada, was started in 1900 and completed some years ago.

This extensive irrigation system, constructed at an expenditure of over \$1,000,000, draws from an inexhaustible water supply in the lakes fed by the melted snows and glaciers of the Rocky Mountains, from which flows the St. Mary river, where the head-gates are located.

The total length of the canals is 115 miles. The system skirts the Milk river ridge on the north, which is one of the most celebrated grazing areas in Western Canada. The area under irrigation is about 130,000 acres.

In the Western, Eastern and Lethbridge sections are several of the Ready Made Farm colonies which the Canadian Pacific Railway has established. The inauguration of these ready-made farms, a year or two ago, marked the beginning of a new era in colonization methods. In order to minimize the inconveniences which sometimes accompany the colonization of a new country, and make the farmwhich is important in the case of a new settler -almost immediately revenue-producing, selected lands were improved by the erection of farm buildings, fencing, the provision of well and pump, and the breaking and seeding of certain areas, so that all that remained for the newcomer would be to cut and thresh his first crop. This scheme was originally designed for the tenant British farmer, but later was extended to include farmers from the United States.

Speculator is Eliminated

At the beginning of 1913, a further revision of the terms of sale was made. The Canadian Pacific Railway is not selling land merely to get rid of it; its object is primarily to colonize this country, and to benefit its own traffic revenue in direct ratio to the new settler's prosperity. His interests are identical with the company's. It offers terms, therefore, that will attract the farmer. By refusing to sell lands except to those who will undertake to reside upon and cultivate them, it endeavors to eliminate the speculator.

By extending the period of payment from 10 to 20 years, it still further assists the bonafide farmer whose agricultural activities elsewhere, before coming to Western Canada, may not have placed him in the ranks of affluence.

In addition, to approved applicants, it makes a loan for farm implements to the value of \$2,000, also repayable in 20 years, to be expended in the erection of a house and barn (both of which can be selected from the standard plans prepared by the company), fencing, and the provision of well and pump. If he desires, the purchaser's labor is utilized as far as possible, and paid for at prevailing rates: or he can elect to have the improvements made prior to his arrival. In other words, if the farmer buys 160 acres of irrigable land at, say, \$40 per acre, he invests the first year \$2 per acre, against which the company invests \$12.50 in improvements, without any security than the land itself and the positive knowledge that it will bring good returns.

To approved applicants it will provide cattle. sheep and hogs up to the value of \$1,000, on reasonable terms of credit, so as to enable him to get started from the first on the right meth-

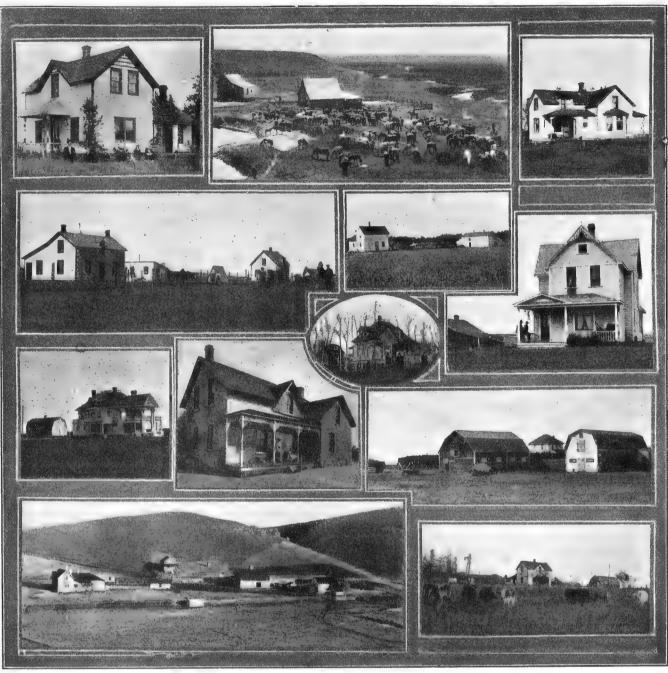
ods of mixed farming.

King George V., when Prince of Wales, once used the words: "We all know how the Canadian Pacific has helped to build a nation." To that, the company can add that it helps to build the individual-build his fortune, build the superstructure of independence, and smooth his way to prosperity.

ONE HUNDRED AND TWENTY-ONE

Get Your Canadian Home

From The Canadian Pacific



TYPICAL FARM HOMES IN WESTERN CANADA

OUR NEW HOME is ready for you in the fertile Canadian West, with its magnificent soil, good climate, churches, public schools, good markets, good ho tels, unexcelled transportation. Take 20 years to pay. And call on us for a long time loan of \$2,000 for f arm improvements, if you want it.

This land is offered only to farmers or to men who will actually occupy or improve it. We make our prices, terms and development assistance so attractive because we want to interest settlers. Come where you can own 10 acres for every acre you now own or farm; where **every** acre will produce **double** what a worn-out acre produces anywhere. Mother earth provides no better land than this rich virgin Canadian soil. The enormous crop yield per acre **proves** this every season.

We Give You 20 Years to Pay

We will sell you rich Canadian land for from \$11 to \$30 per a cre—in irrigation districts from \$35 to \$75. You need pay only one-twentieth down. Think of it—only one-twentieth down, and then the balance in 19 equal annual payments. Long before your final payment comes due your farm will have paid for itself over and over again. Many good farmers in Western Canada have paid for their farms with one crop. Here are some of the startling features of the most remarkable land offer you have ever read:

We Lend You \$2,000 for Farm Improvements

This offer of a loan up to \$2,000 is for farm development only, with no other security than the land itself, and shows our confidence in the fertility of the soil and in your ability to make it produce prosperity for you and traffic for our lines. This loan will help you in providing buildings, fencing, sinking well and breaking, and you are given twenty years in which to fully repay this loan. While enjoying the use of this money, you pay interest at only six per cent.

Advance Live Stock on Loan Basis

The Company, in the case of the approved land purchaser who is in a position and has the ability to take care of his stock, will advance cattle, sheep and hogs up to the value of \$1,000 on the basis of the settler's note with interest at eight per cent, to enable him to develop more rapidly, on the right basis of mixed farming.

Farm Made Ready by Experts if Desired

If you want a place already established, select one which our Department of Agricultural Experts has developed. On our improved farms, house and other buildings are up, well is dug, farm fenced, fields cultivated and in crop. All waiting for those who want an immediate start and quick results—all planned and completed by men who know— our own agricultural experts. Take 20 years to pay if you want to. We give free service—expert advice—the valuable assistance of great demonstration farms, in charge of agricultural specialists employed by the Canadian Pacific for its own farms. This service is yours—free.

This Great Offer is Based on Good Land

The Canadian Pacific offers you the finest land on earth for grain growing, cattle, hog, sheep and horse raising, dairying, poultry, vegetables and general mixed farming—irrigated lands for intensive farming—non-irrigated lands with ample rainfall for mixed and grain farming. Remember these lands are located on or near established lines of railway, near established towns. And you can start on an irrigated or non-irrigated farm, improved or unimproved.

Your new home and your fortune are ready for you in the famous, fertile Canadian West, with its magnificent soil, good climate, churches, public schools, good markets, good hotels, unexcelled transportation—and 20 years in which to pay for your farm and repay the improvement

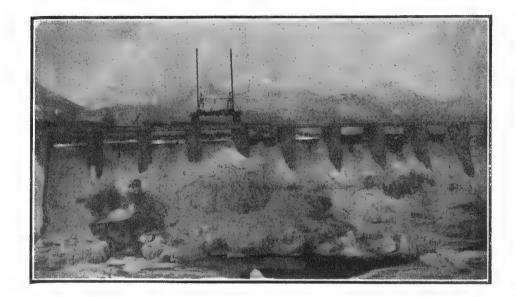
Here is the Last Best West—where your opportunity lies. Don't delay. Mail the coupon here at once. The best land will be taken first—so time is precious to you. Write today.

FOR SALE—Town Lots in all growing towns, on lines of Canadian Pacific Railway. Ask for information concerning Industrial and Business openings in these towns.

Information on Business and industrial opportun- lties in Western Canada Irrigation Farming Manitoba Saskatchewan					
(Make a cross in the square opposite the book wanted)					
ALLAN CAMERON, Superintendent of Lands, Department of Natural Resources, C.P.R. Calgary, Alberta.					
Calgary, Arberta.					
Please send me the books indicated above.					
Please send me the books indicated above.					

The Calgary Power Company's New Plant at

A A A A A Kananaskis Falls A A A A





VIEWS OF THE KANANASKIS DAM IN WINTER

The spray from the flow of water over the dam has been converted into ice, which gradually accumulates into masses of fantastic shape. The wintry winds drive the snow into heavy drifts which are speedily covered with frozen spray and give an effect of a miniature ice berg.

On the deck of the dam may be seen the electrically operated winch, whose purpose is to place in or remove from the openings between the piers, stop logs, so that the amount of water passing over the dam may be regulated as necessity requires. This machine moves in a track running the length of the deck, so that it may be used over any or all parts of the openings.

E PRESENT here a few pictures of the latest addition to Calgary's Power resources. The new plant was successfully placed in service in December last, practically one year from the time the company's forces started active work at Kananaskis Falls.

The big dam stretches across the Bow River, and forms a massive concrete barrier nearly 60 feet high, and 750 feet long. The river is thus forced to send its waters through a canal 80 feet wide and 650 feet long, excavated along the banks to the south.

At the end of the canal are located headworks, equipped with gates and other requisite appliances to control the waters, ere they plunge down through tunnels to the turbines set deep in the bowels of the earth. From the wheels the spent waters, whose energies have been instantaneously delivered by the wizard electricity to the needs of the great city nearly 60 miles away, make their way through still other tunnels into the quiet depths of the river below the falls.

In the Power House itself, rooted in the rock immediately above the turbines, the only visible evidence of the toll being taken from nature, is in the contented purr of the great dynamos, and in the movement of the pointers on the dials of a formidable array of instruments, the latter mounted on sleek and shining panels.

Here we find written on a slowly moving chart, by a magic pen moved by unseen fingers, the story of the daily life of the far away city. The street cars begin to move from the barns in regular procession. See their progress traced by the faithful pen. The lights gleam in a thousand homes and the workers go forth to their labors. The silent current itself signals for more power and as if intuitively the turbine



Interior View of One of the Subterranean Chambers in Which Revolve the Great Turbines

These chambers are excavated from the solid rock nearly one hundred feet from the surface, are fashioned to the shape of a scroll, and lined with concrete to present a smooth and easy surface to the water.

To the right in the picture may be seen the setting of the turbine, with the guide vanes for directing the flow of water to the wheel, and for regulating the supply in accordance with the demand.

Sensitive governors, located on the Power House floor have these vanes constantly under control, and automatically vary the quantity of water entering the wheel, so as to keep constant speed irrespective of changes in load.

gates quietly open wider, the pointers on the instruments move over and up, and we can watch the business of the city getting under way.

To the demands of industry, the movements of the people, aye, to the dimming of the sun himself, do all these silent agencies respond. The noon day halt in the busy factories, the outpouring of the crowds in the afternoon, the coming on of evening, the blazing of the street lights, the street cars with their teeming thousands homeward bound, here is the record traced indelibly. Nay more, does R. B. Bennett make a speech—here is the echo in the far off mountains, as the little pen tells of the eager thousands clamoring at the doors.

Under the busy instruments are seen tiny lamps that flash, some green, some red. These indicate to the watchful operators whether the switches for controlling the electric current are in position of open or closed. These switches are safely housed in concrete chambers near the wall to the rear. The operator touches a button on the panel, and the green light flashes its signal that the switch has been opened to respond to his demand. He touches another button, the green flash disappears and the red light proclaims that the switch has closed and that the shining wires of the transmission lines are pulsating under their pressure of 50,000 volts.

Up on the gallery floor are seen mysterious wicked looking appliances. They are wicked. These are the lightning arresters, and in times of thunder storms, they angrily hiss and crackle as they turn the lightning from its chosen path. Their duty is to invite upon themselves the full fury of the stroke, and thus protect the works below. For it would almost seem that nature became jealous of the works of man and in bursts of fury launches her thunder-bolts directly at his efforts torival her own electric displays.



THE KANANASKIS DAM IN WINTER



VIEW OF CANAL, LOOKING TOWARD THE HEADWORKS

This shows the sloping sides lined with concrete. The water is lead along here till it is swallowed in the mouths of the tunnels, which yawn behind the pier shown in the background.

BUTCHERS' SUPPLY COMPANY, Ltd.

XAMPLES of thrift and enterprise, business expansion and conformation to the needs and demands of a rapidly growing populace and more exacting people stand out in Calgary as auguries of the dawn of a new era when this commercial and industrial centre of Alberta will no longer suffer in its comparison with the hustling metropolis or bear the trace of provincialism. Time was, only a few years ago, when Calgary was forced to send East for its necessary equipment and materials with which to conduct business affairs. With the progression of big houses this time is gradually passing and the establishment of large wholesale houses such as the Butchers' Supply Company, 222 Ninth Avenue West, is answering the most exacting demands and filling the gaps between the village and the metropolis. Calgary is now an example of concentrated metropolitanism on an improved scale. The admiration of a critical world has been awakened by the speed and systems adopted in the city of filling the space between the time when Calgary was but a trading post and the reaching of the stage of

the modern metropolis. Establishment of solid concerns calculated to answer every demand of the people has been the result of concentrated business acumen backed by that confidence in the future of the community that has brought about the development of this rich district.

Nearly two years ago when the Butcher's Supply Company was established in Calgary by Mr. W. J. Butt, who is still manager of the Calgary institution, packers and butchers were forced to ship their supplies to the city large Eastern centres. The Butchers' Supply Company has filled a long-felt need and its ability to supply the best of materials to the most exacting dealers have won an enviable position in the community for this progressive concern. At the present time the larger packers and butchers of the city look to this concern to supply all their carefully ground spices, their blocks and tools, and, above

Wholesale Dealers in Meat Cutting Equipment, Butchers' Tools, Blocks, Spices and Coats and Aprons Which have Won an Enviable Position Among the Leading Establishments

all, to supply made-to-measure coats and aprons of the finest grade.

A factory has been supplied at the warehouse of the Butchers' Supply Company, on Ninth Avenue West, where young women, especially trained in their line, are kept busy manufacturing the

immaculate garments which lend a tone of cleanliness and sanitary condition to every market. Thousands of these garments are turned out to the Calgary and Southern Alberta trade.

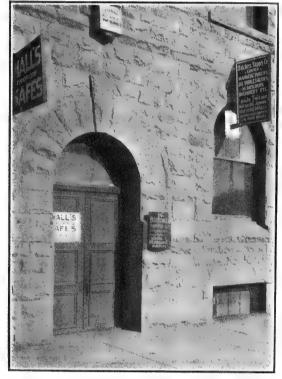
Because of the increase in business, merited by supplying the most whole-

some articles and the most perfect equipment, this company has found it necessary to keep two travelling salesmen on the road between Regina and Prince Albert, and Fernie and Edmonton, covering this vast territory tributary to Calgary, which looks to this Calgary concern to supply the butchers' neces-

The spacious warehouse, formerly occupied by the Campbell, Wilson and Horne wholesale grocery company, houses a stock valued at \$10,000, which is constantly being increased by shipments from the home factory at Vancouver, B.C. Spices and extracts are imported direct to the Alberta trade and ground at the Calgary factory to order, the delicate aromas and flavors being thereby retained until the spices are actually used. Spice mills have been installed and a special delivery system enables the Calgary butcher to secure his spices fresh from the grinder, giving the meats and pickled products the taste appealing to the palate of the most fastidious.

John H. Sears, vice-president of the corporation, with W. B. Towers, president, both of whom are located at Vancouver, are already planning enlargement of the Calgary institution, trips of inspection proving to them that the roseate future of the city demands the establishment of the most modern wholesale houses and the answering of the demands which a few years ago were considered obsolete.

K. M. Chambers, secretary treasurer of this enterprising concern, is also located at Vancouver. Activites of Manager Butt in giving Alberta patrons the most efficient service and the most perfect materials demanded in the modern sanitary butcher shop and packing plant, have raised the Calgary branch to an individual pedestal of esteem in the community. His strict adherence to sound business principles laid down by the firm, and his constant desire to aid every movement looking to the betterment and improvement of Calgary have stamped Mr. Butt and his associates as commercial leaders of this metropolis.



HOME OF THE BUTCHER'S SUPPLY CO.

CHIDGEY & CLARK

Expert Blacksmiths and Wag on Makers Who Came to Calgary Direct From Eng and and Scotland and Have a Place of Prominence Among the Successful Firms of the Community.



BLACKSMITH SHOP OF CHIDGEY & CLARK

HOULD THE ALL-SEEING BEING provide the resident of the cosmopolitan centre with the means to look backward into the years which have been featured by the daring deeds of his forefathers and by the strife and endeavor to succeed of thousands whose commercial endowment have been incomparable with that of the Twentieth century citizen, his knowledge of conditions would be broadened but at the same time his glimpse into the past would reveal facts unsurmised. Turn back history's pages as far as one likes and there

are certain industries and classes of deeds which the reader will find listed as necessary among all ages of men. Prominent among these industries since the discovery of the iron moulding and melting process, is that of the sturdy blacksmith. When L. W. Chidgey, son of the south of England parentage, and J. F. Clark, a native of that

bonnie Scotland district in the territory tributary to Edinburgh, listened to the call of the west three years ago, packed their bags and before investigating conditions elsewhere, cast their lots with Calgary this commercial centre of the Canadian West gained two assets which have proven their worth during the years of prosperity of the city.

Today Chidgey and Clark have one of the most complete blacksmith and carriage shops in the city and because of the thoroughness of the work accomplished at this modern establishment, the valuable steeds of many of the dray lines and blooded stock owners of the city are taken to their shoeing shop. The dissatisfied customer has yet to appear.

Because of the early adoption of the method of turning out only the best class of work and making of every patron a satisfied customer, Chidgey and Clark have installed these modern machines in their up-to-date shop. Not only do they use the modern machinery but the finer class of work demanding hand forging and chilling is done by the proprietors themselves. All the world admires the man who takes hold with both hands and accomplishes in a few years what it has taken many men a generation to accomplish simply because the latter man refused to throw his strength and energy into the commercial maelstrom and work out his own salvation. Neither Mr. Chidgey nor Mr. Clark has yet seen the day when they were unwilling to swing the hammer and turn out the

Six men are needed at the farm during the summer months because of the rush of farm machinery repair work and the commercial work demanded by city patrons. Not an article leaves the shop until it has been inspected by one of the proprietors and because of the demands upon employees of these progressive citizens, the name and fame of the Chidgey and Clark shop has travelled far.

Exclusive Firm Catering to the Elite Trade of the City in Hats and Caps, Headed by Young Men of Commercial Ability.

LALGARY, because of the growth in population brought about through prosperity, has become a city of commercial specialists. When the little "cowtown" of the prairies was little more than a meeting place for pioneers and herdsmen, the little general store of the village supplied the varied wants of the settlers. The counters were the display places for everything from chocolate caramels to barbed wire, shingle nails, to bolts of calico. Clerks employed in those days of privation and strife were uncouth, rough men of the plains, who were able to sell a bill of goods or break a broncho. The day of the specialist had not arrived.

With the arrival of thousands of people who have chosen Calgary as their home, hundreds of institu-tions of note have been established. These stores are now glittering models of elegance. Modern man is discriminating. His demands are more exacting than those of his early day brother. century styles have so changed the dress horizon that businessess unthought of by pioneers have been rounded to satisfy the cravings of discriminating customers.

Calgary has been fortunate in having in its midst a firm which devotes its entire stock to hats and caps for the wear of exacting men. Ten thousand

dollars has been invested in hats and caps alone to satisfy the wants of Calgary's men and boys.

In the firm of Tom Campbell and Company, the city has an institution of which it may well be proud. Hats of velour, felt, cotton, wool, crash and stiff, in all the styles of the day, arayed in piles and piles displayed in the most tasty manner greet the eye of the visitor to the Campbell store. Every product of the hatters' genius may be found on the shelves and in the show cases of Tom Campbell. Success of the young men who formed the corporation has been aided in a large measure by the pleasing manner with which their employees deal with patrons. Care in selecting the most becoming hat or cap for the customer is at all times used by the Campbell salesmen. The store with a floor space of about 1,500 square feet is exclusively occupied by the hatters.

When Tom Campbell and A. Colquohoun, the secretary and part owner of the stock, came to Calgary from Vancouver, little more than one year ago, they established the store in its present location. From the days the doors of the institution were opened the business of the firm has shown a constant increase and at the present time hundreds of hats which decorate the heads of Calgary's prominent men bear the imprint of fashion and the name of the Tom Campbell Company.

Vancouver also boasts a branch of this exclusive hat store, the firm of Colquohoun and Ostrosser conducting a neatly arranged hat and cap shop of the same high standard as the institution in Calgary. M. D. Ostrosser, now managing the Vancouver store is also a partner in the Calgary store. He formerly managed a clothing store in Tillsonburg. Ontario, belonging to his father.

Before becoming identified with the hat firm, Mr. Colquohoun was a travelling salesman for prominent wholesale hat and cap companies. The lure of the west drew the young man to the prosperous territory and his wisely chosen investments have been fruitful. After opening the Vancouver store in November, 1911, the Calgary shop was thrown open to the public and the tasty shop at 105 Eighth Avenue West has become the regularly patronized hat store by thousands of leading men of the city. The business has shown such an increase and the popularity of the firm has grown to such an extent that scores of mail orders for hats and caps are answered daily.

With Mr. Campbell and Mr. Colquohoun listed among its substantial business men, the city has added two young, energetic, commercial chieftans whose success has been a business incentive for good to older industrial captains.

ONE HUNDRED AND TWENTY-FOUR

Calgary Weathers Financial Gales and Shows Business Increase in 1913

Commercial Figures Tell Story of Development in the Face of Monetary Stringency and Complications Following Boom of 1912, When Calgary's Record Beat Marks of the Dominion

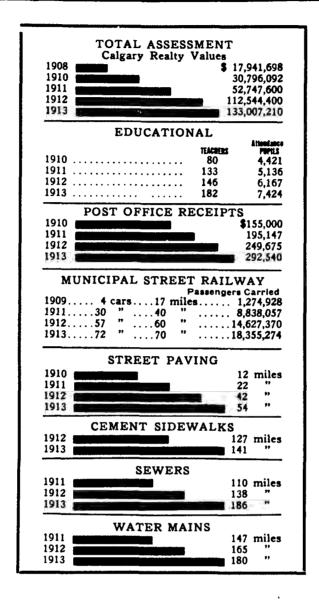
Cold figures show that Calgary grew amazingly in 1913, its population increasing by 17 per cent, its branches of business reflecting this satisfactory state of affairs, despite the money stringency felt all over the world, the situation proving indisputably that Calgary can rely upon her own resources.

In face of the fact that the rivers of gold dried up in 1913; that there was no large amount of investment money available in the financial centres of the world, and also in face of the fact that this city had just entered one of those booms that are the companions of periods of rapid expansion, in face of this it seemed barely possible that re-actionary 1913 would see much development here, yet Calgary went on growing, the population alone increasing by 17 per cent, and creating new records.

It was contrary to all the laws of nature that such a whirlwind pace could be sustained indefinitely, and yet even with this monetary tightening and a surplus of caution, Calgary far more than exceeded expectations.

The evidence of statistics proved that the solid departments of Calgary's business had grown materially when compared with 1912, and they showed beyond a shadow of doubt that the city is built upon undeniably solid foundations.

Consider that a new country requires outside money to permit of the expansion of its business and industries, to keep pace with a rapid influx of population. Consider that



this flow was suddenly shut off and that Calgary was compelled to rely upon its own resources. Results proved the brightest augury for Calgary's future. They showed that Calgary does not depend upon the importation of British and foreign capital, even while admittedly its withdrawal does restrict and hamper established business in a state of expansion. It showed that Calgary has a producing country back of it, of unusual strength, and that this producing country raising grain of all kinds, flax, oats, wheat and barley and livestock, horses, cattle, hogs and poultry, is able to maintain its true business trade at a high level, and to keep manufacturies busy at a normal state.

Had Calgary been an overgrown city of an unproductive prairie, the reaction after the high water mark of 1912, would have reflected itself in those telltale statistics.

In 1913 the population of Calgary increased by about 17 per cent, leaping in one year from 74,000 to 87,000. The total city assessment jumped from \$112,544,400 to \$133,001.210, an increase of almost 20 per cent. The number of children attending public schools increased from 6,167 to7,424, practically 15 per cent increase. The postoffice receipts, a sure and substantial indication of a city's business conditions, jumped from \$249,675 to \$292,540, an increase of 20 per cent, while the street railway carried 1,800,000 passengers, as against 1,562,737 in 1912, an increase of almost 28 per cent.

The public utilities flourished and the accompanying figures compiled by Commissioner Andrew Miller of the Industrial Bureau speak volumes. They show how the city has grown in every respect.

H. M. Johnston & Company

REAL ESTATE DEALERS OF CALGARY

Who Have Opened Home Sites for Scores of Substantial Settlers and Have Been Instrumental in the Improvement and Development of Choice Residential Districts

F ALL MUNICIPALITIES of the Western portion of the North American continent, which, after years spent in campaigns of education have been made the metropolitan centres of the West, Calgary has perhaps undergone one of the most spectacular period of growth, advancement, building, and in fact the uplifts of slumps of the western city unaccustomed to the trite customs of communities having years behind them.

Calgary at the present time is entering upon the real era of prosperity which has been awaiting the city for the years spent in development. There have been times when dollars and titles to property worth fortunes were valued at the mark set by speculators. After several years of speculation and the operation of companies and individuals bent on securing the greatest amount of capital in the least possible time, the commercial operations of the city have gained a more substantial aspect. The real estate dealer of today in Calgary is the man who has weathered the gale, the man who has invested his profits in Calgary property in an effort to aid the growth of the city and the business man who has chosen Calgary as his future home.

Such an institution is the H. M. Johnston Company, Room 8, Burns block, Centre Street and lighth Avenue in the heart of the business district. Headed by energetic men of ability, this company has made such advances in the financial and commercial world as to become recognized today among the leaders of the profession in the province.

When H. M Johnston founded the business in Calgary some ten years ago, after coming all the way from Virginia to the growing district of which Calgary is the centre, the operations of the company were based upon the sound business policies and the methods of straightforward dealing which have marked the entire career of the president of this progressive institution.

Mr. Johnston is a Canadian both by birth and instinct. He was born in New Brunswick and after attaining his majority left his home town for the United States, being successful in enterprises with which he became identified. Fields possessed of greater possibilities attracted the young man and ten years ago he came to Calgary. His success in the real estate business is well known to every resident of prominence in Calgary.

When the business assumed such proportions that he was unable to handle its details Mr. Johnston interested his son, Huxley, and his son-in-law, John W. Bathgate, a commercial traveller, in the possibilities of Calgary and Southern Alberta and today the firm is managed by these three progressive financiers.

Perhaps one of the greatest achievements of the H. M. Johnston Company, the results of which have brought about the increasing of the population of Calgary and the betterment of the metropolis, has been the marketing of the subdivision known as the Industrial Tracts, 180 acres adjoining the Canadian Pacific shops just east of Calgary. Much of

this land has been sold on the easy payment plan to men who have established comfortable homes, the remaining portion being withheld by the H. M. Johnston Company for future use.

Business property producing regular revenue has been one of the specialties of the company, these holdings being sold or transferred to financiers who have placed their faith in Calgary's future. Hundreds of dollars have been invested in city properties by foreign capitalists and men of means in other climes, through the activity of members of the firm

While serving members of the profession of dentistry in Calgary in 1907, Mr. John W. Bathgate, a travelling representative of the British Columbia Dental Supply Company, became impressed with the possibilities for development of the city and surrounding district. Several years after his fatherin-law, Mr. Johnston entered the real estate business here he was urged to join the firm in company with Huxley, the son, both young men grasping the opportunity. As a result both are financially independent and with Mr. H. M. Johnston have attained positions of prominence in the commercial world of Calgary. The three homes of father, father-in-law, son and son-in-law adjoin, the palatial residences being among the most comfortable in Calgary. It has been the co-operation of such men as compose the H. M. Johnston Company, that has resulted in placing Calgary and its environs among the leading cities of the Canadian West.

ONE HUNDRED AND TWENTY-FIVE

Calgary Citizens Band Is Premier Musical Organization



ITH THE RECORD of having played alongside the world renowned band of Coldstream Guards at the Dublin Exhibition, the Citizens Band of Calgary is one of which all Calgary is justly proud.

In large demand for band concerts and entertainments of all kinds in Calgary, and with repeated demands for its services in other parts of the province, the band has built up a musical reputation hard to surpass. With 75 musicians of unquestioned ability the band is known from Winnipeg to the coast as one of the largest organizations of its largest property of the largest organizations of the largest organizations. tions of its kind between those points.

For the large measure of its success, Captain F. A. Bagley, who has conducted since its organization is responsible. His skill as a musician and conductor, combined with conscientious and painstaking performance of his duty, has resulted in developing every talent members of band possesses.

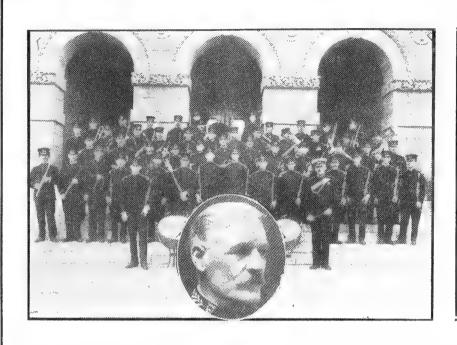
The Citizens Band was formed in 1903 as the Canadian Mounted Rifles Band and it is numbered among the time-honored organizations of Calgary. It later became the band of the 15th Light Horse, and as such it was called upon to give performances throughout Canada and the British Isles.

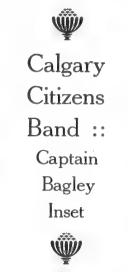
When it became known that the Militia Depart-

ment had made no provision to encourage a regi-

mental band, the band left the militia and re-organized as the Citizen's Band.

Citizens of Calgary are supporting it and the con-tinuance of this support is assured, thanks to the class of music offered by the Citizens Band.





OSEPH RUSE



President and General Manager of the Canadian Estates Company, Limited, Who Has Been One of the Potent Factors Entering Into the Advancement and Development of the Canadian

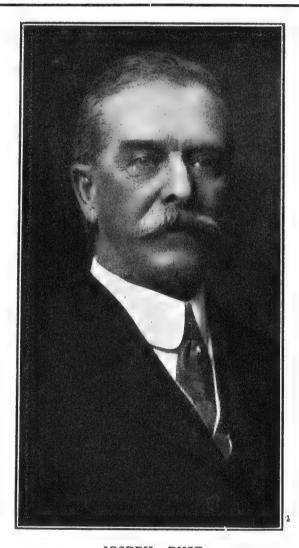
EVELOPMENT of the Canadian West and Calgary in particular has been dependent upon the men of financial solidity, men of determination and strength of character who have been able to carry their shares of the burdens of the community and at the same time exert their efforts towards the attraction of hundreds which have emulated their example and cast their lot with the city that has become the industrial centre of the

Riding to prosperity on the crest of the boom wave and then deserting the city with the first ripple on the financial pool indicated flurries, has not been the method pursued by the settlers who have been actually responsible for the upbuilding of the community and to whom the credit is due for the strides toward metropolitanism made by Calgary during the last few years.

It has been the men who have put back into the city more than they have received, the men who have invested their proifts and added personal funds to the amount that Calgary might advance, who have been the real builders of the city. Calgary has no more prominent example of this class of men than Joseph Ruse, president and general manager of the Canadian Estates Company, Limited.

Consideration of a few facts concerning the career of this sturdy citizen of solidity serves to remove all doubt as to the merit of the company of which he is the head and the reason for the growth of

Joseph Ruse was born in Cornwall, England, and when but a child was taken by his parents to Bowmanville, Ontario, he being the youngest of a family of seven children. His father for many years operated a farm about 33 miles from Toronto, the younger years of Mr. Ruse being spent on this agricultural garden spot. When 16 years old young Joseph Ruse was sent to the Baxter University of music in New York State, the only university of music in the world, after having displayed extraordinary musical talent. It was but a short time



JOSEPH RUSE -President Canadian Estates, Limited.

until his abilities were recognized at this school and after graduation he was chosen musical instructor and then business manager of the university. Mr. Ruse was instructor in all departments of vocal and instrumental music. After resigning his position he returned to Bowmanville and a short time later went to Toronto where he established Ruse's Temple of Music dealing in pianos and organs, wholesale and retail. After four years in the wholesale and retail piano and organ business he made a trip abroad in 1890 visiting England and Old Mexico, riding more than 8,000 miles on horseback in Old Mexico before locating a gold mine and organizing a company. He then took up the manufacture of piano players at Rock Island, Ill., sold out and moved to Calgary in 1905 after travelling five months for his health.

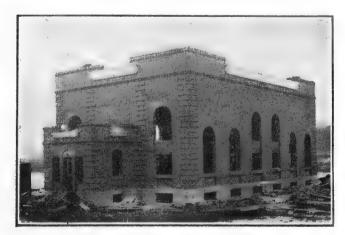
In 1908 Mr. Ruse organized the Canadian Estates Company, Limited, of which he is still president and general manager. One of the greatest achievements of Mr. Ruse in Calgary has been the develop-ing and placing of Tuxedo Park, 320 acres just north of the business portion of the city, on the market also erecting and occupying the building of the company on First Street West and Twelfth Avenue. Another of his works has been the compilation of figures and the gathering of data for the preparation of three of the best topographical maps in the Canadian West, these maps portraying districts surrounding Calgary, one being a birdseye view of the city, another a birdseye view of the peaks of the Rockies looking toward Calgary and the third and largest the birdseye view of Canada west of the

Because of the confidence of Mr. Ruse and his associates in the future of Calgary and the Canadian West, financial flurries and seeming commercial depressions have no horror for the Canadian Estates Company, officers of the concern realizing that monetary stringencies are but temporary ripples on

Mr. Ruse clings steadfastly to his confidence that Calgary will become a great city, his attitude exerting a great influence for the growth and betterment of the community.

Beautiful Bowness, Calgary Suburb, Developed and Opened to Citizens by J. Hextall & Co. W

HEN the J. Hextall Company gave Calgary citizens the beautiful, suburb of Bowness, opportunities were offered for investors and builders seldom surpassed. In the management of the suburb J. Hextall and Company have shown ability, willingness to spend the money for the full development of the property. Nature has been kind, for Bowness has in it many spots of singular beauty



POWER HOUSE AT BOWNESS ONE HUNDRED AND TWENTY-SIX

and attractiveness while buildings and projects completed have meant the expenditure of about \$500,000—all of this for the improvement of Bowness. An electric lighting plant costing \$125,000 equipped

with the latest style gas engines, dual installation throughout has been erected to supply electricity for the street lighting and for use of residents of Bowness.

A complete water system with a pumping station has been completed. The supply comes from an artesian well, the water being elevated to a tower where sufficient volume is given for domestic pur-

poses and adequate fire protection. The cost of this plant was \$92,900.

A contract has been made with the Canadian Western Natural Gas Light, Heat and Power Company, Limited, for a supply of natural gas. have been laid and gas is now being supplied Bowness residents.

The Country Club House has been erected, the golf course of 150 acres surrounding the beautiful building. Mr. H. S. Colt, probably the best known golf architect in the United Kingdom was secured to lay out the course, the work costing more than \$25,000 Tennis courts, bowling greens, etc., have been provided. The contract price for the club house was \$28,000.

These improvements with low taxation make Bowness an ideal residential community, giving the residents every advantage which a residence in the very heart of Calgary would give. Developments at Bowness have gone on unhampered by financial stringencies because the natural attractiveness gives to the locality the force which makes for growth and progress. The street car service is regular and the fare is only ten cents.

Low prices and easy terms are offered by J. Hextall and Company, 202 Eighth Avenue West, Calgary. Bowness is a self-contained community of ideal homes and progressive people.



GOLF CLUB AT BOWNESS

WEST CENTRAL CLOTHI COMPANY

One of Calgary's Younger Wholesale Houses, Backed by the Years of Experience of the Wener Brothers in the Clothing Business, Which Promises Rapid Advancement Throughout the Province.

TARTLING changes that have taken place in Calgary's business life during the last several years challenge credulity at times and it is only when one goes out on a pilgrimage of information that the wonderful truth dawns upon him. To

the casual observer from the more populous centres the establishments are merely the natural outgrowth of demand, but to him who has watched a hamlet grow to a metropolis within a few years, changes are revolutionary.

Calgary people of today demand the best of everything, whether it be in home or office fitting, foods and delicacies, clothing footwear, or amusements. Transition of the village to the city has brought with it the increased demand for the finer things of life attendant upon the metropolitan methods and manners. This change is particularly noted in the matter of clothing, the rough garb of the village and struggling city having been replaced by the modern garments turned out by the

tailors of experience.
When the West Central Clothing Company, wholesale dealers in gentlemen's furnishing goods, particularly clothing manufactured by Samuel Hart and Company of Montreal, was established in Calgary it was with the purpose of answering these demands of men who take pride in their dress and furnishing them with the most modern garments at reasonable prices, the West Central Clothing Company caters only to the wholesale trade, the retail distribution being left to their hundreds of patrons who handle "Faultless" clothing.

To step into the procession marching toward the rosperous goal of metropolitanism after the long line has once gotten under way, is a difficult task. Men who have spent years in Calgary, have watched the city grow from the village stage to the largest industrial centre in the province, found it an easy matter to advance with the city. When Wener Brothers came to Calgary in March 1913 and es-



tablished their clothing business at 605 Centre Street it was necessary for them to overcome ob-stacles which beset the firm late in arriving. Despite the hindering stumbling blocks, they have built up a business which promises to become one of the leaders of the province.

Perusal of the history of the west discloses scores of instances where young men endowed with the capabilities of the Wener Brothers, have entered fields of keen competition and through sheer force of character and that degree of commercial tenacity which makes mercantile leaders, have won their way to success.

During the year the Wener Brothers have been operating in Calgary they have gathered a clientele of patrons not only in Calgary but throughout the Provinces of Alberta, British Columbia and Saskatchewan and as far east as Winnipeg, the Faultless clothing handled in that great city being shipped from the Calgary wholesale house. The entire west is the field of the Wener Brothers through whose foresight and ability to grasp presented opportuni-ties at the opportune time, Calgary has been given an ideal wholesale clothing house,

For 12 years before coming to Calgary the Wener Brothers were identified with the great clothing house of Samuel Hart & Company at Montreal, Mr. M. Wener as general manager of the manufacturing department where hundreds of men worked under his direct supervision, while his brother I. Wener is still the travelling representative of the Calgary firm.

When the doubter considers the fact that \$50,000 has been invested and that a stock valued at that amount is carried by this enterprising firm, when the fact that the company covers the entire Canadian West is remembered and when it is recalled that these men have been in the clothing business for more than 15 years, the efficiency and magnitude of the company and its importance to Calgary may be readily gauged.

The King Edward Hotel

Former Police Inspector William Mill.

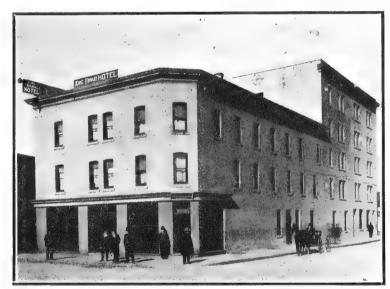


RANSITION OF A STRUGGLING VILLAGE to a metropolis brings in its wake necessary changes in all manner of commercial lines, methods of living, and largely in the tastes and demands of the people who make up the growing city. With the growth of the city comes the working man. The establishment of the factories means the employment of hundreds who are the lifeblood of the community and whose presence lends sound encouragement to the prospective investor.

Demands of the residents of a metropolis take on astounding changes with the established prosperity of the city. The traveller accustomed to the fare of the city man must be satisfied by the hotel proprietor and the cafe owner of the growing city who wishes to enlist that homeseeker or traveller among the friends of the community.

Village residents who were once content with those things produced by the smaller settlement have fondled their tastes and whetted their appetites for more modern amusement, a more refined supply of edibles and more modern wearing apparel. Institutions which supply these demands and satisfy these cravings have been established in the metropolis to make the city complete.

Although established for a number of years, constant remodelling and bettering of the King Edward Hotel, 438 Ninth Avenue East, has been aimed at this target—that of satiating the demands of the modern day traveller and providing



THE KING EDWARD HOTEL

Popular Pioneer Hotel, the Ideal Home of the Working Man, Conducted by



a home for the working man, the ranchman and the cattleman. In this respect the King Edward is among the leading hotels maintaining corresponding rates,

in the city of Calgary.

The influx of working men to a metropolis of the importance of Calgary necessitates the providing of homes for these sturdy men who live by manual toil, and who are preparing the way for their families.

With this end in view Mr. William Mill, proprietor of the King Edward

Hotel, has so arranged his prices to accommodate this class of men. A rate of \$1.50 per day is charged upon the European plan and so popurar has the King Edward become as the most comfortable home of the working man in the city that the rooms are at all times in demand, Mr. Mills has provided 105 guest rooms, and fitted each in the most homelike manner. Especial pride is taken by employees of the hotel in the care of these 105 rooms. Spotless linen, changed regulary, lace curtains of shimmery whiteness, the best of beds, mattresses and springs, attract the guest.

Before entering the hotel business nearly three years ago, Mr. Mill was inspector of police on the Calgary city force under Chiefs of Police English and Mackie and made an enviable record while serving the city. He resigned when Chief Mackie left office and has since been conducting this popular hostelry. Mr. Mill's experience on the police force has been beneficial to him in conducting an orderly, up-to-date hotel and his wide acquaintance in Calgary has proved another asset. For ten years he has been a resident of the city, coming

here from Winnipeg.
One of most attractive portions of the King Edward Hotel is the homelike dining room which is under the personal supervision of Mrs. Mill, an expert director of kitchen and dining room routine. The eight tables in the dining room

will seat 40 people and on special occasions provision is made for a larger seating capacity. The cuisine is the very best the market affords.

Twenty people are given employment by Mr. Mill at the hotel. Four efficient servers are on duty at all times in the spacious barroom and buffet operated in connection with the hotel. Perfect order is maintained continually.

Cleanliness in all parts of the hotel is one of the rules of the management,

floors, windows, every portion of the equipment and paraphernalia used about the hostelry being spotlessly clean. To the guest, this is a most attractive feature of the successful hotel. Being at home in a hotel is the usual invitation extended to the guest but in many cases the invitation is not brought to realization. The hotel with a spirit of genuine hospitality such as the King Edward has its impression on the

in his own domicile that has won the place now occupied by this institution.

Constant alterations and improvements are being made for the comfort of the hundreds of working men who make this homelike establishment their headquarters and who prefer the King Edward to other hotels because of the air of hospitality which prevails.

city and it is the ability to make every guest feel the same freedom that he does

Calgary is fortunate in having a moderate priced hotel of this nature in its list of prominent establishments because of being able to care properly for the toiler who, by manual labor, aids in producing and maintaining prosperous business and an era of good feeling.

Locators Limited lberta I he

Leading Real Estate Dealers Who Have Located Hundreds of Substantial Residents on Tracts of Prominence in Calgary.

transactions of note has been one of the untold secrets of the success of men who are at the present time classed as leaders of the community. Calgary, because of its numberless resources and certain success as an industrial centre, has been a magnet to

RANKNESS and honesty in business

thousands of people seeking unlimited profits. Because of the immigration to this portion of the province, the chaff has drifted in with the wheat. Calgary and the southern part of Alberta has at times been the recipient of financial slaps handed out by pessimistic real estate dealers whose inability to create a demand for worthless property has caused them to become saturated with a desire to "get even" although their presence has failed to contribute anything to the growth of the district.
Business men whose interests are heavy

Calgary and who have shouldered many of the burdens of the city which a few years ago was little more than a cow town, are frank to admit that hundreds of acres of property in and around Calgary has been handled by so-called "wild-catting" real estate dealers whose love for the almighty dollar was greater than their interest in the upbuilding of the city. Today these men have disappeared, a portion of their ill-gotten gains leaving the city with them.

Prominent among the real estate and farm land dealers who have at all times been devotees of the truth and who have shunned the misrepresentation of land to mail order patrons and others, has been the Alberta Locators, Limited. For six years the firm has been established and the business has not decreased in comparison with financial conditions of the province, since the day the firm was organized.

When John L. Gibson came to Calgary six years ago from Houghton, Mich., after spending several years in Berlin, Ontario, he immediately entered the real estate business with Mr. Alexander Silverthorn, a native of Saskatchewan, who for 20 years has made Calgary and Southern Alberta his home. Mr. Silverthorn was at that time and is still recognized as one of Calgary's leading citizens. He has at all times been active for the best interests of the city and has at all times been willing to aid any movement looking to the advancement of the community. Mr. Gibson, a young man in years, has won his way to a place among the leading citizens of the city. His interest in clean sport and music of a high character has been an asset of the commercial centre of Alberta.

Not only has the municipal activity of these leading real estate dealers reflected to their credit but the realty transfers arranged by Mr. Gibson and Mr. Silverthorn have brought hundreds of people to Calgary to assist in the advancement of this industrial centre.

During the years they have been interested in land dealing here the Alberta Locators have disposed of 320 acres in South Calgary, 40 acres in West Calgary and are at this time handling the Morris Place of 80 acres, just across the river from the heart of the city. These subdivisions have all been

platted and the majority of the people who have purchased lots there are preparing to erect residences

Fairmont, Rosedale and Holmpatrick subdivisions have also received scores of settlers placed there by this progressive company. Three men, besides the owners of the firm, have been at all times engaged in locating homeseekers. Activity in the building line in the Morris Place during the last six months has been more than phenomenal. Lots have been sold like hotcakes by the Alberta Locators in this beautiful district and the greater portion of the lots disposed of have been purchased by men who intend erecting homes at once and making Calgary the city in which to educate their children.

The Alberta Locators have been active in interesting investors in the undeveloped oil fields surrounding the city. Only tried and true companies are represented, the companies which are developing the property and which have eliminated all semblance of speculation with the money of the investor. As agents for the Western Prairies Oil Company the Alberta Locators have brought thousands of dollars to Calgary.

During the last year the Alberta Locators have handled more than \$150,000 worth of Calgary property alone. The city has been benefitted by their presence and operations. With more such men as Mr. Gibson and Mr. Silverthorn in the real estate business in this metropolis the financial welfare of citizens and institutions need cause no worry.

ONE HUNDRED AND TWENTY-SEVEN

= Dr. Metzger's Drugless Health Institution =

Wizard Who Has Restored Health and Happiness to Hundreds Afflicted With Chronic Ailments and Whose Curative Powers are Recognized Through the Entire Province

ESTORATION of health, curing of the lame and halt, returning sight to the removal of the pains of chronic disorders are today recognized by the millions of people who have experienced the return of happiness to their homes and lives

as the most laudable work in the power of human kind. Thousands of lives have been wasted and sacrificed through the excessive use of deadly drugs prescribed by thoughtless physicians who have resorted to the limitless ends to give temporary relief to suffering patients.

With the entrance of electricity into the field, the testing of its curing powers and the demonstration of its life-giving force, the use of drugs has received a setback. Again, with the perfection of the X-ray, the oxyoline machine, the leucodescent light, and the scores of other carefully prepared mechanical devices intended to relieve suffering and effect permanent cures, drugs and opiates, the hypodermic needle and the surgeons instruments have been forced to retire to the background.

Alberta sufferers by hundreds whose physical tribulations have been driven away through the wonderful work accomplished by the drugless cures of Dr. William Metzger and his assistants at the Metzger Health Institute, Suite 204 David Building, in this city, speak with one voice of approval and praise of the work of this wizard whose experience extends over a dozen years and whose clientele is daily increasing, the cured patients being the best recommendation of the work of this remarkable man.

Tubercular limbs have been healed, diseased portions of bones removed without the use of the scalpel and lancet, nervous disorders, rheumatism, deformities, private diseases, Bright's disease, liver and bladder disorders, nervous debility, impotency, and all manner of afflictions which attack the human body have been cured through the use of appliances in the institute of Dr. Metzger and by applying the electric vitalizer and other devices invented and patented by the doctor.

One of the greatest blessings given the suffering scores during the present age has been the vitalizer

body battery, designed and invented by Dr. Metzger. Hundreds of these appliances are today being worn by men and women in all walks of life, the batteries shooting currents of electricity through the affected portions of the anatomy and injecting new life into the diseased organs and limbs.

The visit of the skeptic to the institute in the David block is sufficient to dispel all clouds of doubt as to the ability of Dr. Metzger to effect the remarkable cures which have been told Canadians during the three years he has been in Calgary and during the many years he has been sending sufferers from his office with renewed health. Thousands of dollars have been expended by Dr.



Metzger in equipping his institute with every apparatus known to the profession, the equipment including every machine to be found in a doctor's office in Calgary or other large centres of the province.

Examinations with the aid of the X-ray machine have disclosed misplacements and deformities of the bones in many cases where the patient had been treated for stomach trouble or some kindred ill by physicians not conversant with the deep-seated causes of much physical suffering.

The high frequent and high tension electrical machines used by Dr. Metzger for the cure of nervous ailments and blood diseases, chronic indigestion, and rheumatism have brought about remarkable cures in patients whose cases have been given up by physicians as hopeless.

The oxyoline machine, nature's great restorative genius, has cured countless cases of bronchitis, tuberculosis, asthma, catarrh, hysteria, insomnia, erysipelas, eczema and kindred ailments. Ozone is supplied by an electric current to all affected parts of the head, throat, lungs and respiratory organs. When the blood is pumped from the heart to the lungs it is freed from foreign particles which cause blood diseases, by the machine. Another remarkable invention used by Dr. Metzger is the leucodescent light, an electric carbon light which, after a few applications to the diseased parts, increases oxidation, enriches the blood and enlivens the delicate but morbid tissues.

The vibrating chair which strengthens the nerves through the use of electricity, the sinusoidal machine which is used for curing deep-seated nervous cases throws a wave of current through the body and restores the powers of the system.

The Bake Ovens, tables used to straighten deformed limbs and curvature of the spine, the use of the osteopathic or chiropractic treatments—all these common sense systems are in constant use at the Metzger Institute and have proven the heaven given influences which have converted broken-down systems to sound, wholesome, healthy bodies and turned pessimistic, discouraged men and women into optimistic, energetic factors in the community. It is to Dr. Metzger and his healing powers that hundreds of Canadian residents owe their health and happiness.

The Gaddes-Johns Company, Limited BROKERS

DR. WILLIAM J. METZGER

Western Investments

City Property

208 EIGHTH AVENUE EAST CALGARY - ALBERTA

Telegraphic Address "Gadjohn"

A.B.C. Code Fifth Edition

CANADA'S BEST (By Malcolm D. Geddes, Calgary)

Alberta just awaking,
Broad, fertile, rich and fair;
Land almost for the taking,
Vast reaches everywhere;
Where morn is all aglowing,
Where courage, brawn and brain
The seeds of Faith are sowing;
And no man sows in vain.

Here hoarded wealth of ages
Conserved by Nature's plan,
Like tightly folded pages
Awaits aggressive man.
He comes, he finds, he flashes
The news to every shore;
Responsively all classes
Tread towards her open door.

All realize her treasure
In river, hill and plain;
It's known to own no measure
Except man's master brain.
Here scope for man's ambition,
Farm, mine or city's mart;
Here effort gains fruition,
Here hives industrial heart.

Her sun-kissed air—a glory
That one must taste to know;
Her agricultural story
Sets history aglow.
"Alberta Red" a-winning
The leading World's Fair prize;
Her Oats, from the beginning,
Op'ning all nations' eyes.

Ideal home of cattle
And every kindred breed;
Land of the Red Man's battle
Doth now a nation feed.
The surplus of her treasure
Through lengthening bands of steel;
In overflowing measure
Floats on each nation's keel.

The gas beneath her hatches,
The mineral in the mine,
Her timber wealth all matches,
Imperial in design.
And as a flower unfolding
With each day's growth expands,
Here Saxon life is moulding
The breeds of many lands.

The power from her rivers,
New service gives to man;
With industry she quivers,
Forever in the van.
Link these aright with labor,
Have labor just with pay;
Then wealth and work will neighbor,
As sons of common clay.

That is in part her story;
'Tis more than wealth she sees;
The halo of her glory
More than a passing breeze.
Man-making is her calling,
All else parts in the plan;
She, ease and wealth forestalling,
Builds earth's best product—MAN

ONE HUNDRED AND TWENTY-EIGHT



THE BANK OF NOVA SCOTIA



William M. Connacher

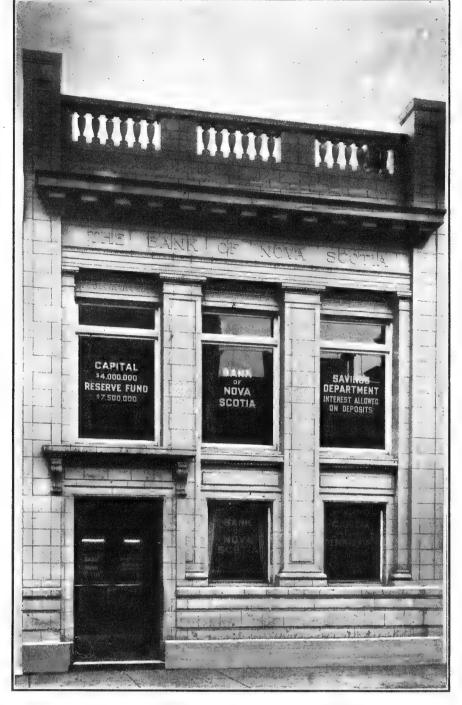


INANCIAL facilities, fostered by men possessed of business acumen, follow in the wake of progressive communities. Depositories of uncertain foundation are evils with which a growing community is forced to contend. Fortunately, Calgary has been free from such monetary contamination and because of the presence of the Bank of Nova Scotia the dollars dealt from man to man have been given absolute protection.

For more than 80 years The Bank of Nova Scotia has been one of the leading banks of the Dominion and for two score years has aided in the settlement of Western Canada. The Bank of Nova Scotia was established in 1832 and has established branches in 135 prominent cities of the Dominion of Canada.

Ten years ago a branch was established in Calgary with William M. Connacher as manager. He was assisted at that time by one accountant. Today Mr. Connacher is still the capable manager of the institution and has a force of 25 experts working under him for the betterment of Calgary's money handlers. The bank has a branch office in Calgary at Fourteenth Street West and Seventeenth Avenue, the increasing business demanding extension. This branch is managed by R. W. Jones, assisted by two employees.

Halifax is the head office of the bank while the executive offices are at Toronto. Because of the solidity of the financial investments of stockholders of the Bank of Nova Scotia the institution nows pays the highest dividend of any bank in Canada, 14 per cent. The stock is also selling at the highest price. Stock at par sells at \$100 while market prices demanded at this time reach \$255.



THE BANK OF NOVA SCOTIA, CALGARY

Financial Institution Which Has Aided Calgary Investors in Making the City Alberta's Commercial Centre.



The Bank of Nova Scotia maintains the highest reserve in comparison to the capital of any financial institution in the Dominion of Canada. The capital at this time is \$5,955,000 while the reserve fund is almost twice that amount, \$10,827,000.

Only two other financial institutions were established in Canada before the Bank of Nova Scotia. The Bank of Montreal and The Bank of Quebec preceding the establishment of The Bank of Nova Scotia only a few years.

William M. Connacher, manager of the Calgary bank, has been identified with the concern for 26 years. Mr. Connacher came to Calgary 10 years ago when the branch was opened. He was transferred to this growing city from Arnprior, Ontario, by directors of the bank because of the sincere belief that Calgary was bound to become one of the leading cities of the Dominion. That belief and hope has been realized and Mr. Connacher has demonstrated to his Eastern Canada employers that this city's growth has justified expenditures and that prosperous conditions now existent will bear out his recommendations.

Mr., Connacher is assisted in the management of this prosperous financial institution by Mr., J. W. Berry, assistant manager, a young but experienced man in the banking business.

Accuracy, honesty and courtesy are the watchwords of employees of the Bank of Nova Scotia. This policy has been adopted by Manager Connacher and all employees have become imbued with the atmosphere to such an extent that depositors are attracted to the institution by the combination of solid financial dealings, security and courteous treatment.

Webb, Read, Hegan, Callingham and Company

CHARTERED ACCOUNTANTS

J. B. SUTHERLAND, Resident Partner



Extensive Auditing and Accounting Business Built Up in Canada Tells the Story of This Firm's Great Success

been the keynote of the success of the corporations which now rank among the leaders of the Dominion. Harsh, black figures do not deceive and although they are shunned by many as an unnecessary detail in business transactions they have been the foundation stones of the largest fortunes. Men especially trained to handle these figures are as necessary to the life of the corporation as the goods of which it disposes.

CCURACY in all business transactions has

When buffalo and coyote roamed the plains where the larger cities of Western Canada now stand and when the Indian was master of all he surveyed, there existed between the savages a system similar in intent to the figures in use today. As far back as history has been able to delve, a medium of book-keeping has been in vogue among the captains of industry. The accuracy of accounts has resulted in building up mercantile monuments.

Western Canada may well be proud to have listed among its accountants, the men who have made a study of this gospel of accuracy, such experts as Webb, Read, Hegan, Callingham & Company with their corps of experienced assistants of which James B. Sutherland, resident partner of the firm in Calgary is among the leaders. Offices of the company established several years ago in the Grain Exchange building are scenes of industry during the entire day and often times at night, the eight employees being kept busy supplying the needs of patrons.

Mr. Sutherland, who was born in Glasgow, Scotland, July 17, 1878, for 16 years worked with firms in the British Isles and has come to be recognized as an expert in his profession in Canada. Mr. Sutherland is at present president of the Institute of Chartered Accountants of Alberta. In 1909 he opened a branch office of the company in this city and so rapidly has the business grown that it has been necessary at several times to employ additional help.

The firm of Webb, Read, Hegan, Callingham & Company have established headquarters at Winnipeg and their branches extend throughout the length and breadth of the Dominion. Offices are also located in London, Glasgow and other cities abroad, the foreign end of the business being in the hands of Mr. Callingham. Because of the wide expanse of territory covered by this firm, Calgary business men have come to realize its importance in the business world and at all times have felt confidence in the

company when handling their accounting and auditing business.

T. Harry Webb, the senior member of the firm, who is stationed at Winnipeg, is a chartered accountant and is well known throughout the Dominion as an active lodge worker and an expert auditor. E. S. Read, who is also at Winnipeg, aside from his business activities has won fame as a tennis player.

Mr. C. R. Hegan has resided in Canada 20 years and has become affiliated with prominent organizations of accountants and auditors of the Dominion.

So satisfactorily has been the business of this well known firm conducted by Mr. Sutherland in Calgary and smaller cities of the province that he has several times been complimented upon his tact and business ability.

Mr. Sutherland has at all times taken an intense interest in all things which look to the betterment of Calgary and Alberta. His connection with social organizations of the city has been an impetus to those organizations and has assisted in increasing their prestige in the community. With Mr. Sutherland numbered among the prominent citizens of Calgary his well known firm may rest assured of the success of their business interests in Calgary.

ONE HUNDRED AND TWENTY-NINE

John W. Mitchell

Former Mayor of Calgary, Champion of Municipal Betterment, Factor in the Advancement of the Lumbering Industry, and a Man Whose Activities Have Aided in Placing Calgary Among the Leading Cities of the Dominion.

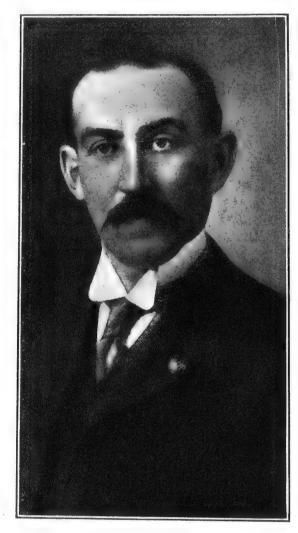
ALGARY'S GROWTH and prosperity
has not been accomplished in a day,
week or year, nor has the advancement of the city been due to the
workings of opportunism or chance.
City building is the result of ceaseless toil on
the part of the men who have been students
of affairs and who are capable of sifting the
chaff of municipal foibles from the wheat of

metropolitan achievement. Fortunes have been made in Calgary. In many cases these fortunes have been made in but a few years. In the majority of cases these profits have come only through years of striving and privation, toil and tribulation. But the fortunes that have been gleaned in the city have been made after the way had been paved for advancement by the men who cast their lot and pinned their faith to the ciy when it was but a struggling village of the plains. It is to the sturdiness and unflinching confidence of the early settler, the man who has clung through thick and thin and who has lent his every effort to the upbuilding of the city, that the citizens of Calgary owe their prosperity.

Prominent among these men is John W. Mitchell, the seventeenth mayor of Calgary, and one of the men who through the years has been the champion of the causes which have placed Calgary in the enviable position of the industrial centre of the province.

Calgary's reputation throughout the Dominion of Canada as the city possessing the most alert and capable fire department of any city of its size in the Dominion, is largely due to the activities and demands of John W. Mitchell while alderman and mayor. The street railway system, owned and controlled by the municipality, which has been perfected and brought to a stage of almost idealism in trolley lines, was given its initial start on the way to perfection by Alderman Mitchell while he was at the head of the governing board of the trolley line as a member of the city council.





JOHN W. MITCHELL



Instances galore might be brought to the attention of the citizens of Calgary of his intense interest and unusual activity for the bettermen of he city and its industries and public utilities. After serving two terms as mayor of the growing city during the trying years when Calgary was assuming the airs of the metropolis, during the time when every effort of every city official was demanded to keep pace with the onward march, Mr. Mitchell retired to private life and is today the manager of the Calgary Lumber and Supplies Company, Limited, with quarters at Thirteenth street and Seventeenth avenue east.

Mr. Mitchell was born in Cambridgeshire, England, April 19, 1872. In 1891 the young man came to Calgary with his parents and since the date of his arrival has been a factor in municipal, social, industrial and fraternal affairs. After clerking in a shoe store for a dreary six years he entered the boot and shoe business for himself, but three years afterward joined forces with the lumber industry in Calgary. He was for years affiliated with the Van Wart and Company, the Canadian Elevator Company, and for six years before entering the services of the city, was manager of the lumber business of W. Stuart and Company.

During the years Mr. Mitchell has devoted his services to the upbuilding of the city he has been instrumental in bringing about revisions of systems and methods which have resulted in placing the branches of Calgary's municipal affairs on the highest pedestal of civic prominence in the Canadian West.

As one of the leading lights in the lumber industry he has attained prominence and is recognized as one of the leaders upon whose advice the concerns of magnitude may depend. Work of Mr. Mitchell in Calgary has placed his name, indelibly inscribed, in the book of civic history which will last for ages after the passing of the present generation.

The Hub Cigar Store

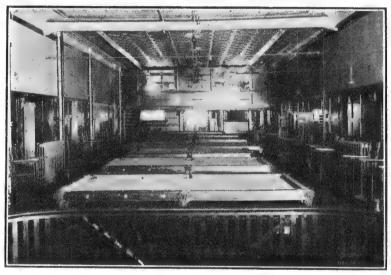
Pioneer Pleasure Resort Founded by Charles
Traunweiser Which Has Become the Leading
Institution of its Kind in the City.

teous salesmen.

ALGARY, because of its natural location as a distributing centre and because of the remarkable growth of the city during the last several years, has its verbal boosters, men who are willing to say a good word for the community while at the same time fostering that mercenary hope that the good work will produce dollars for them without the exertion displayed by the builders of the metropolis who have made possible the development of the city. Of this class of men Calgary is fortunately free in these days when deeds and not words count as convincing arguments.

Were this not true Calgary would not have a Charles Traunweiser nor the leading cigar store and billiard parlors of Southern Alberta, nor would this Charles Traunweiser whose initial worldly possessions consisted of pluck plus energy and brains be now numbered among the progressive and substantial captains of commerce of Calgary.

More than 10 years ago Mr. Traunweiser grasped the opportunity presented by the growing Calgary and established the Hub Cigar Store and Billiard Rooms at 118a Eighth Avenue West, recognizing the future of the city and realizing that only the men who steadfastly adhered to solid business principles would succeed in the western atmosphere of commercial activity. Unlike many other men who invested their savings, Mr. Traunweiser was not afraid to roll up his sleeves and plunge into the whirl of commerce in which so many men, through



ONE OF THE POCKET BILLIARD ROOMS OF THE HUB CIGAR STORE

lack of business tenacity and intensity of purpose, were engulfed. Not alone was he willing to shoulder his share of the commercial burdens of the community but he was found ever willing to aid movements of merit for the betterment of the commonwealth. Today he is proprietor not only of this beautiful cigar store but of the Yale Hotel and other businesses of the city and has invested heavily in the better class of real estate in the city. From the small beginning the business at the cigar store and de luxe billiard parlors has grown to such proportions that 10 men are required to cater to the exclusive trade cultivated by the cour-

In the pool room on the first floor of the building, which is also owned by Mr. Traunweiser, the pleasure seeker also finds solace. Three English billiard tables and four ordinary pool tables are kept in the best of shape while on the basement floor, approached by the wide stairway are seven tables devoted exclusively to English billiards.

Men of the type of Mr. Traunweiser have been headed by the efficient manager, Edson A. Rogers, who for five years has directed the destinies of the Hub Cigar Store and Billiard Rooms. Through the co-operation of Mr. Rogers who is imbued with the business principles as laid down by Mr. Traunweiser the Hub has gained the name of at all times being a resort for gentlemen, and the stranger who enters the building becomes forcibly impressed with the dignity and ability of service displayed in this establishment in Calgary's centre.

W. STUART



Tenth Avenue and Second Street East

Dealers in Lumber and All Kinds of Building Material

We are agents for the well known Canada West Domestic and Canmore Steam Coal

PHONE M3234



PHONE M3234

KOLB'S RESTAURANT

Cafe Which Solved the Time Problem For the Busy Business Man, Meals and Lunches Being Served In a Sanitary Dining Room After Being Prepared In a Sanitary Kitchen.

HE COMMERCIAL CRUSH of the twentieth century has brought into being institutions and systems for time-saving which have revolutionized not only the business methods but all lines of endeavor and have thrown in the discard the slothful, dilatory toiler, the unsanitary, carelessly kept restaurant, the careless merchant and the listless shopkeeper.

Haste and hustle have become second nature to the business man of today whose energy is characteristic of the age. Minutes at telling times of today are as important as the hours of easy-going forefathers. Hours devoted to the dining of fifty years ago are now devoted to attention to commercial pursuits, the breakfast, luncheon and dinner taking but a small fraction of the time but recently devoted to the satisfying of the inner man.

It has been because of the growing demand of the commercial world for the serving of palatial meals in the shortest possible length of time and the preparation and serving of these meals under sanitary conditions and in attractive surroundings that the Kolb's restaurants have been established in Calgary and will shortly be established in Edmonton.

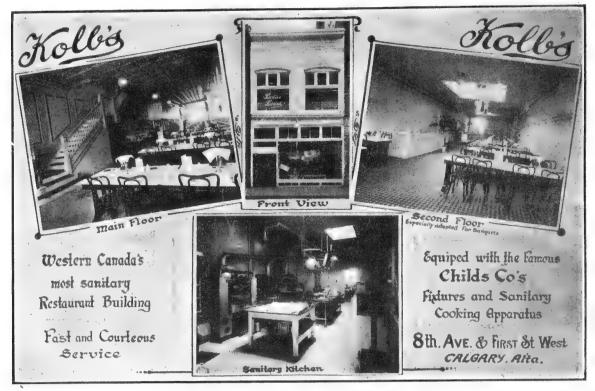
and will shortly be established in Edmonton.

The single visit to this popular cafe at 207 Eighth Avenue West, Calgary, convinces the doubter of the efficiency with which food is served and with the declaration of thousands that the Kolb system has far eclipsed any restaurant plan yet evolved.

Because of the excellent service and the time saved, the Kolb restaurant has come to be the tridaily meeting place of bankers, merchants and other business men who desire palatable food prepared in spotless kitchens, served by courteous uniformed young women and who demand that their meals be ready to be served when the patron is seated. For this reason the restaurant is crowded to capacity three times daily while during the interim between meal hours the waitresses are kept busy cleaning and polishing for the next meal.

The business was established in Calgary on May 24, 1913 by Edward W. Kolb who for six years was superintendent of the dining car service of the C.P.R., and by J. A. McCaw who for many years was assistant purchasing agent for the Canadian Car and Foundry Company of Montreal. These energetic young men have built up a business which is now known through the length and breadth of the province and to scores of travellers throughout the Dominion. These progressive restauranteurs are now completing the plans for a \$50 000 restaurant similar to the one in Calgary, to be fitted up in the business centre of Edmonton at Jasper Avenue and First Street West.

Equipment alone at the Calgary cafe was installed at a cost of more than \$32,000, every table being of vitrolite glass composition, the walls being of white tile and the floors being covered with white tiling. Cleanliness and sanitary surroundings greet the view on every side, the arrangements giving the diner the feeling of home-cooking-security the moment he is seated. The lower floor, 130x22 feet, is



VIEWS OF KOLB'S SANITARY RESTAURANT

used exclusively for the busy hours while the commodious upper floor, reserved for banquets and ladies unescorted, is one of the coziest, most sanitary and cheerful dining rooms in the city. Orchestral music adds to the pleasure of dining in the Kolb banquet room.

More than 40,000 people are fed monthly at the Kolb restaurant, and the dissatisfied customer has yet to be found. To satisfy these thousands of hungry people, the employment of 42 trained cooks, waitresses and helpers is required.

The Kolb restaurant is one of the largest patrons of Calgary merchants, more than \$10,000 being spent monthly in the city alone for edibles and supplies, this expenditure alone demonstrating the value of the restaurant to the commercial world of the

All pork and poultry dispensed at the restaurant is shipped direct to Calgary from the ranch owned by the Duke of Sutherland at Brooks and because of the many shipments the supply is kept fresh and palatable at all times.

Perhaps the most convincing fact regarding the growing popularity of the Kolbs service is that dealing with the finances, the books of the company showing that the business has increased more than

28 per cent, since the first month the popular cafe was opened in May.

Natural gas is used exclusively in cooking the meals served, thereby eliminating the nauseating coal odors and smoke from the kitchen ranges. A natural gas incinerator has been installed in the basement where every particle of garbage and refuse is burned. All garbage receptacles are small so that the accumulation at no time is large. The burning garbage heats the water for use in the restaurant.

During the short time the restaurant has been established it has become the popular banquetting hall for organizations of renown, banquets having been served to the International Geological Society, the Calgary Ad Club, four banquets to C.P.R. officials, the Sons of Scotland, Credit Men's Association, Masonic Orders and many other fraternal organizations.

Calgary is justly proud of Mr. Kolb and Mr. McCaw and the remarkable business which they have built up. Their activities in affairs looking to the betterment of conditions in Calgary have won them hosts of friends, while their strict adherence to sound business methods and systems of operation for the satisfying of every patron have elevated them to an enviable commercial position.

McIntyre & MacLellan

Real Estate Specialists, Sole Agents for the Fort Fraser Townsite in British Columbia, in Alberta, and Men Who Have Thrown New Light on Realty Dealing Through Their Advanced Methods of Transacting Business in Lands.



SALES STAFF OF McINTYRE & MacLELLAN AT THE CALGARY HEADQUARTERS

WENTIETH CENTURY commercialism demands the services of the specialist, the man who has devoted his efforts to the perfection of his ability along the chosen line of endeavor. The master of the individual problem, when called into consultation or placed in possession of the various

consultation or placed in possession of the various threads composing its warp and woof, attracts to himself the credit due to the professionally trained mentality.

When the McIntyre, Stewart & MacLellan Company was formed in Calgary some years ago, the city was given the services of three men who have made real estate and real estate salesmanship a study of years. During the year 1913 Mr. Stewart disposed of his interests to the two other progressive

members of the firm and has retired from the company, the firm now being known as McIntyre & MacLellan Company.

J. J. McIntyre and J. A. MacLellan, both of whom came to Calgary from Nova Scotia, have demonstrated to the hundreds of Calgary residents, Alberta and British Columbia dwellers and scores of investors of the Canadian East, the value of their advice and ability in the real estate realm. Home builders by the hundreds have been induced to cast their lots with the Canadian West, Calgary and the Fort Fraser district of British Columbia especially, and the patron who has become dissatisfied with business-like treatment and bargains of the McIntyre & MacLellan Company has not yet been located. Offices have been established in commercial centres as far east as Nova Scotia.

As agents for the Fort Fraser townsite of 900 acres, half of which has been placed on the market, this company has become one of the factors in the development of Western Canada. Aside from the endeavor of members of the concern to locate people in Fort Fraser the company has handled portions of many subdivisions in Calgary including the Fairview and Regal Terrace properties.

When the company was organized as McIntyre & Stewart several years ago with offices in the Lineham block the entire staff was composed of the organizers of the concern. Today 16 salesmen are required to handle the increasing business and plans are already under way to increase the working force.

Fort Fraser, the city upon which the McIntyre & MacLellan Company is directing their attention at the present time, is recognized as one of the promising cities in the Canadian West. For more than 100 years this site has been a trading post of the old Hudson's Bay Company. Located in the fertile Nechaco Valley, the city is situated in the heart of one of the most productive districts of the Dominion, the fertility of the soil having been demonstrated in the unequalled products marketed by soil tillers in the centres of Western Canada. Railway terminals valued at more than \$150,000 have been purchased by the townsite owners, the Dominion Stock and Bond Corporation of Vancouver, and the influx of population today indicates an unusual growth during the coming year. From a mere trading post, Fort Fraser has grown to a comfortable city. More than \$800,000 was expended by the owners of the townsite before the property was subdivided and accommodation for more than 2,000 owners of property there are being constantly provided by the enterprising owners. Railway and real estate booms have not been instru-mental in causing the growth of Fort Fraser. Its resources alone have been the magnet which kas attracted the thinking investors of Canada and the United States. More than 20 square miles of land surrounding the city has been divided into quarter sections, five acre and ten acre tracts by the Dominion Stock and Bond Corporation while the company owns 37,000 acres of farm lands, aside from these garden tracts, in the immediate vicinity. The McIntyre & MacLellan Company are agents for these desirable tracts and are locating hundreds of solid settlers there monthly.

Calgary is fortunate in possessing the citizenship of men of the merit of J. J. McIntyre and J. A. MacLellan and the investors of the city have not been slow in recognizing their efforts—cooperation being the proof.

PAGE ONE HUNDRED AND THIRTY-ONE

H. M. Splane & Company

REAL ESTATE AND INSURANCE

Fertile Farm Lands + Residential and Business Property

East Mount Pleasant Mount Royal Sunalta Agricultural Lands Choice Acre Tracts Alberta Homes



Farm Lands in the Most Productive Districts of Alberta a Specialty.

OIL LEASES
Stock in Choicest
Oil Companies in the
Calgary district.

Scrip and Land Leases

Central Office: Room 3, Armstrong Building Calgary, Alberta

The Evely Sales Co.

Calgary Concern Which Has Made Thousands of Dollars For The Merchants of the Entire Canadian West, Headed by H. N. Evely and His 20 Years Experience Aided by 15 Experts, Trained to Sell.

is the basis of our commerce, for only in this way can products be diffused among the people, bringing to the settlers on the plain and the residents in the city the comforts and conveniences of life. Good store-keeping is good nation-building, and the expression 'A nation of shop-keepers' was uttered, not in derision but in admiration by the great Napoleon, of a nation which has thwarted his every purpose and helped to humble his greatest ambitions."—H. N. Evely, general manager of the Evely Sales Co. in his Christmas message to Canadian merchants.

Embodiment of every virtue which tends to ele-

Embodiment of every virtue which tends to elevate and dignify and at the same time attain the goal hoped for—that of interesting the consumer in the wares of the merchant— may be found in a glance into the innermost system and methods of The Evely Sales Company, Limited, of Calgary, headed by that dean of salesmen, H. N. Evely, the man to whom hundreds of merchants of the entire Canadian West owe their present prosperity and the man who has been instrumental in lifting the burdens of the overstocked merchant from his shoulders and pleasing patrons by distributing his wares among

Thousands of Calgary citizens are conversant with the elevating methods of Mr. Evely and his capable corps of 15 expert salesmen. They have profited through becoming conversant with these methods. The Evely sign is convincing. The contact with the Evely salesmen means satisfaction. When Mr. Evely, whose 20 years' experience as a high salaried sales manager, established the retail store in Calgary at 326 Eighth Avenue West, the bargain store of the metropolis, he gave the city one of its mercantile blessings. Here the Evely Sales Company conducts continual sales, stocks being brought to the city from all parts of the Dominion to be retailed to the Calgary customers at prices which amaze the patron of other institutions.

Five provinces in Western Canada are covered by The Evely Sales Company, Manitoba, Saskatchewan, Ontario, British Columbia and Alberta, the headquarters of the company being at Calgary where the business was established six years ago by Mr. Evely, the system used and the methods undertaken being the outgrowth of the years of experience of the head of the concern, H. N. Evely.

Just a glimpse at the workings of The Evely Sales Company—Mr. Merchant: Your institution is

overstocked. Your financial burdens are heavy. Much of your stock has been decorating the shelves for years although the garment or article is in good condition. Your selling system needs new life. You need a revision. Call on the Evely Sales Company, 310 Leeson-Lineham block, Calgary. A letter will serve the purpose. Mr. Evely will detail one of his 15 bonded, trained sales managers to aid you to lift the burden. Only a few weeks will find your store the Mecca for shoppers of the district and your cash register will be bulging.

During the year 1913 The Evely Company has handled \$750,000 worth of stock while the year previous the company handled only \$500,000, the growth of confidence and the certainty of the ability of the sales managers of the company being responsible for the remarkable growth. During this time more than \$30,000 was paid to the capable men who have trained in the Evely school of salesmanship. Because of the popular demand for attractive advertising Mr. Evely has employed John St. Leo, cartoonist and illustrator, to aid the merchants with whom he is affiliated. For two years Mr. St. Leo has been turning out the illustrations and the cartoons which have been trade-getters.

The Deep Well Oil & Development Co.

Concern Whose Activities Promise Much For the Development of the Calgary Oil Fields and the Upbuilding of the City and the Tributary Territory.

NVESTMENTS OF THE SAVINGS of years demands foresight and discretion on the part of the investor and the loss of the fortune overnight in the failure of concerns of wobbly underpinning has placed many successful business men on the list of failures. Wisdom in placing funds on the other hand has made millionaires in the same length of

Before investigating, the careful consideration of the field, of the men interested in the enterprises and the future of the prospect are demanded, the successful man allowing his money to be handled only by men of solid financial standing and repute

in the community.

It is because of this fact that the Deep Well Oil & Development Company of Calgary, headed by men who have been workers for the betterment of the city for years, has met with unusual success. Preparations are now being made by the directors of this concern to begin drilling operations on their desirably located holdings in the Black Diamond district, the stock having been placed on the London and New York markets by individual representatives of the Calgary company.

of the Calgary company.

With the dawning of a new era for the city and tributary territory in the discovery of oil in the door-

yard of Calgary, companies have come into existence whose methods have been unsavory. The investing public has been quick to recognize these concerns and throw their increased efforts to the benefit of the substantial concerns like the Deep Well Oil & Development Company whose directors are well and favorably known to the commercial world of the province.

The company was incorporated November 8, 1913, for the development of the oil lands including 1280 acres on which leases have been secured from the Chinook Oil Syndicate which is composed largely of members of this reputable concern.

The capital stock has been placed at \$200,000, the shares having a par value of \$1.00 each, a small portion of the stock having been placed on Eastern and Calgary markets. According to the prospectus of the concern no stock is to be issued for promotion purposes and the returns for the 30,000 shares placed on the market are to be used solely for development

The Deep Well Company has circulated no glowing reports of the field, the directors having solicited no subscriptions and they have made little effort to interest Calgary people in the project. The company has wisely adopted a modest method of doing business and is pressing ahead steadily without

undue publicity and ill-founded rumors of strikes. The directors have been chosen from among a long list of commercial captains and professional men who have been builders of Calgary and the district surrounding the city for a number of years. The investor who considers these facts loses but little time in becoming affiliated with this reputable con-

The officers include Dr. Murdoch W. Macauley, formerly of Edmonton, who has been a practitioner in the west for some years. He stands at the head of the company as president. William Kilbride, a prominent contractor and builder of Calgary is vice president, Thomas O. Mahey, for five years a Calgary broker and real estate owner, coming to the city from Boston, is secretary-treasurer, while G. M. Gaddes is managing director. Mr. Gaddes is one of the well known real estate dealers and brokers in Calgary, he having handled much of the business and residential property of value which has been transferred during the last several years. He is a member of the Gaddes-Johns company. The directorate, beside the officers, includes E. L. Fellowes, accountant of Calgary, William R. Main, fireman of Calgary, C. H. Von Holtum, transfer office manager and E. H. Johns, broker of Calgary.

ONE HUNDRED AND THIRTY-TWO

Calgary Industrial Exhibition, Alberta's Leading Fair, Grows in Interest and Enthusiasm Annually

Directors Plan Expenditure of \$400,000 for Permanent Buildings to House Stock, Products and Machinery, as well as Grand Stand and Race Track for the Entertainment of the Crowds Attracted to Calgary Each Year

►EW CALGARY institutions show such consistent and steady growth as the Calgary Industrial Exhibition. And having grown to a point where it is recognized as the leading fair of Alberta, its directors are laying plans for the great future that lies before it, in the expenditure of \$400,000 on permanent buildings. Starting humbly only eight years ago, every year has seen the attendance rapidly increasing, the number of entries growing, the quality of entries intensifying, the races increasing in interest, the accommodation enlarging, and the organization becoming more perfect, until today Calgary boasts an Industrial Exhibition which although admittedly not so large as those of larger centres is more compact, better organized, and more entertaining.

This is due in no small measure to the man at the helm, E. L. Richardson. He knows his business, and he knows how to take advantage of rapidly growing territory for the good of the exhibition.

Almost yearly the directors have been compelled to erect buildings to accommodate the

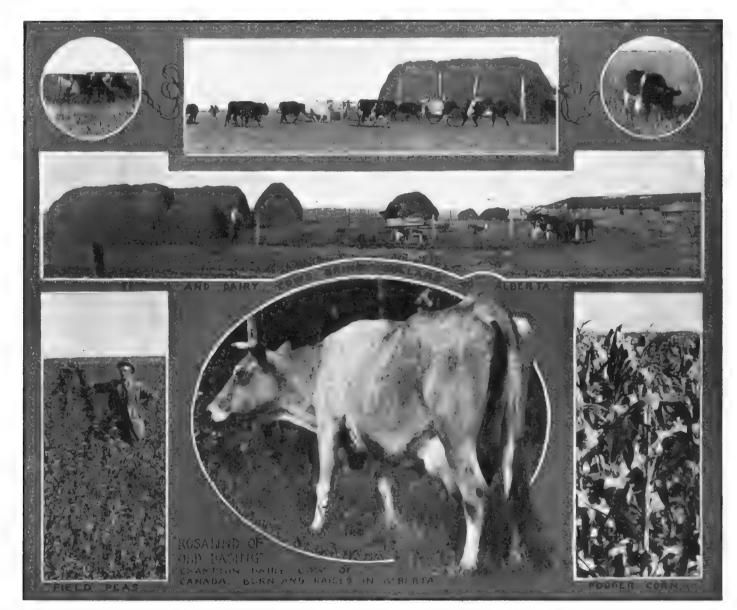
demand, but still, last year the congestion was such that immediately following the fair they decided to ask the city for appropriations for permanent buildings designed with the view of meeting the demand for years to come.

It was considered advisable to retain Victoria Park, well situated on the Elbow River, convenient to car line and within fifteen minutes' walk of the business district, as it was felt that with the growth of the exhibition quality should be considered in preference to quantity. These buildings will include a fireproof grandstand with seating accommodation for 11,000 people, at a cost of \$127,000; a manufacturers' building at a cost of \$58,300; an implement building at a cost of \$10,000; a moving race track at a cost of \$24,000; six horse barns, to cost \$21,000; cattle barns to cost \$37,500; sheep and swine building, to cost \$19,600, and other improvements which will bring the total investment in permanent buildings to \$352,625.

In the total attendance since 1909 an increase of approximately 100 per cent. is shown as follows: 1909, 55,375; 1910, 77,804; 1911, 91,097; 1912, 99,447; 1913, 104,529.

In further planning the directors have this year decided to introduce a novelty in the form of a Better Babies' Contest. This is vastly unlike the old-fashioned village bazaar babies' show, where appearance counted, where nothing but a farce was expected, and a fiasco resulted. This is a babies' contest which will be judged by competent officials upon the physical development of the child, the beauty element being eliminated. It is a popular and scientific movement to insure better babies and a better race. Physical and mental development are alone considered.

A greater incentive will be given to wheat growers by the increasing of the prizes in this department. For instance the first, second and third prizes for hard spring wheat, white oats and six rowed barley respectively, will be \$100, \$40, \$25, and there will be six prizes in all. Similar encouragement is given to the growers of other grains. In addition, besides the special prizes from millers for bread made from their particular brand of flour, the exhibition will distribute \$125 for home-made loaves. This department will be judged by domestic science teachers of the department of agriculture, and the domestic science teachers of the City of Calgary.



The following is a comparative statement of the cash gate and grandstand receipts for the last three years:

Year	Gate	Grandstand	Total	Increase over previous year
1911	\$ 7,343.20	\$14,189.70	\$31,532.90	\$2,495.40
1912	19,597.10	13,037.60	32,634.70	1,101.80
1913	22,082.29	14,445.75	36,528.04	3,893.34

Statement Showing Number of Exhibitors

Number of Exhibitors of Horses	. 152
Number of Exhibitors of Cattle, Sheep and Swine	. 28
Number of Exhibitors of Poultry	. 93
Number of Exhibitors of Dogs	. 191
Number of Exhibitors of Other Classes	. 787
Total	. 1,251

The following statement shows a comparison of the number of entries, amount offered for prizes and the amount of prizes awarded for the last two Exhibitions:

		1913			1912	
		Amount	Amount			Amount
Class	entries				A second	
Horses	1105	\$9,085.00	\$8,150.00	997	\$8,080.00	\$5,929.00
Cattle	393	5,350.00	3,903.00	343	5,074.00	3,338.00
Sheep	119	1,512.00	805.00	154	1,466.00	891.00
Swine	196	1,300.00	906.00	148	1,341.00	970.00
Poultry	1179	1,250.00	946.00	779	1,149.00	629.50
Dogs	529	1,984.00	1,553.00	340	817.00	744.00
Acre Yield	13	915.00	665.00	12	915.00	655.00
Dairy	107	295.00	290.00	49	295.00	304.00
Agricultural	32	531.50	371.00	72	471.50	291.00
District Exh	2	450.00	350.00	3	525.00	450.00
Horticultural	25	299.50	30.50	72	308.00	91.50
Honey		35.00			35.00	
Natural Hist'y	13	173.00	71.00	26	173.00	18.00
Forging		20.00			20.00	
Art Dept	316	449.00	398.00	259	394.00	374.00
Ladies' Work	853	618.00	528.00	985	506.00	485.00
School Work	853	618.00	528.00	985	506.00	485.00
Special Prizes					1,897.00	1,897.00
	5909	\$24,479.00	\$19,143.50	4642	\$23,641.50	\$17,211.00

The above statement shows that there was an increase of 1,266 entries and \$1,932.50 more awarded in prizes than last year.

Billions of Tons of Coal underlie Calgary and Tributary District in Alberta

Government Figures Tell of Fortunes in Undeveloped Areas in Lignite, Hard and Soft Coal, with Profits in Byproducts Surface Holes which have supplied Homesteaders and Indians for years are being Turned into Producing Mines Fast becoming Assets to the Province

ALGARY is located on a coal area containing 109,650,000,000 tons of coal. This is neither a mis-print nor a mis-statement. There are no odd ciphers tumbled in by mistake. The estimate is correct according to governmental reports. Coal authorities who have studied the wonderful Alberta coal fields, unrivalled in size and variety anywhere in the world, declare that this figure is more conservative than radical.

The figure gives but little idea of the extent of these coal fields and their enormous possibilities. It means that with development of this coal the much vaunted fields of Pennsylvania will fade into insignificance. It also means that this is the largest amount in any defined region in the universe. It means a world's supply for generations.

It implies that Alberta, besides being a big corner of the world's breadbasket, may ultimately become its coal bin. It means unlimited fuel for industries. It means the wholesale manufacture of by-products. It means, in brief, a busy and wealthy province. Calgary is the centre of transportation for three-parts of this area.

IN TWENTY YEARS 20,000,000 TONS

The amount mined so far has barely scratched the surface of these enormous deposits. It has taken twenty years to produce 20,000,000 tons, with the mines steadily growing yearly and it is a safe assertion that the field, because of its magnitude, will be in simply the "scratched" stage a hundred years hence, when these mines are multiplied and the field for business has built up and broadened

The whole of the province and particularly the Calgary district is one gigantic storehouse of coal. It underlies every portion, it crops out in the Rockies, it is unearthed by the plow and it is amusing to contemplate the ease with which prairie dwellers often take in their winter's supply.

Equipped with a spade, a wagon and an old team, the homesteader pokes a hole in the earth and digs sufficient coal in a few hours to keep him in fuel a month. There seems to be a sub-sub-soil to Alberta just beneath the rich loam, which is coal, the key to untold wealth.

COAL DEVELOPMENT IN INFANCY

Already the coal development, even in its stage of infancy, has brought into existence large local communities. They have sprung up around the larger mines in the Crow's Nest Pass, in the Lethbridge-Taber fields, in the Banff fields, and the coal development has helped Calgary in some measure to build up to present proportions.

In Calgary are the offices of the Western Coal Operators' Association, which includes the largest firms mining probably three parts of the total coal mined in the province. Calgary is also the largest consumer of Alberta coal by reason of her size, and Alberta coal is used almost exclusively.

LETHBRIDGE MINE A PIONEER

The mines of Alberta have been in existence only practically 22 years, but they have grown amazingly in that time.

The Galt mines of Lethbridge, and the H. W. McNeil Company, of Canmore, were among the pioneers, opening their shafts about 22 years ago.

Since then the development has been rapid, until today there are 253 mines in operation,

which have produced more than 22,000,000 tons, while the output is steadily increasing yearly.

Where the II. W. McNeil Company commenced with probably the railroad company as the sole customer with a modest number of miners, today the company has over 500 on the payroll, and is mining thousands of tons of high grade coal yearly.

ALBERTA COAL IS SUPERIOR

The grades of Alberta coal are far superior to those of the Dakota stratum, and possessing all three grade classes, anthracite, bituminous and lignite, it is in a splendid position to keep its own field against all comers.

Lignite predominates to great extent, according to the report of the geological department of the government, here being 79,000,000,000 tons of lignite as against 30,250,000,000 of

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Official figures compiled by the provincial government show that last year the mines of Alberta produced 4,306,346 tons of coal, an increase of 25 per cent. over 1912. Of this output 1,000,000 tons of coal were exported to other parts of Canada, and the United States. The increase of output during the last eight years has been about 500 per cent., the tonnage being as follows since the formation of the province: 1905, 811,229; 1906, 1,358,000; 1907, 1,834,745; 1908, 1,845,000; 1909, 2,174,329; 1910, 3,036,757; 1911, 3,694,564; 1912, 3,446,349; 1913, 4,306,346.

The probable coal resources of Alberta are estimated to be sixteen times the reserve of British Columbia, eighteen times more than Saskatchewan and one hundred and ten times more than Nova Scotia, which is at present the largest coal producing province of the Dominion.

bituminous coal, and 400,000,000 tons of anthracite. The total coal areas in the province is said to cover approximately 29,608 square miles.

From the boundary, lignite and bituminous coal underlie the whole prairie as it gradually rises to the foothills, and from thence into the Rockies. Among the Rockies, with their wonderful and diversified mineral treasures are found the anthracite beds.

COAL MINES EMPLOY THOUSANDS

The development of the coal fields is keeping pace with the expansion of Alberta, for it has not yet invaded the foreign field to any extent. With the 253 mines already opened, it is found possible to keep pace with the present demand, and at that it means a great deal to Alberta and to Calgary in the employment of thousands of men on the payroll of the various mines, while the various companies represent invested capital to the amount of about \$50,000,000.

Owing to the newness of the field, the companies have taken advantage of all modern appliances, and the machinery used in the operation of the larger mines, which are situated at Lethbridge, the Crow's Nest and Banff, are stated to be more up-to-date than those used in any other mines. The management is so efficient, too, that it is claimed that the output is more per man than in any other mines. These mean much for Alberta in the future, when such experts are placed at the head of these departments of its development.

MONEY IN COKE AND BRIQUETTES

Besides the mining operations, the companies indulge in the manufacture of two byproducts, coke, of which 65,167 tons were produced last year, and of briquettes, a compressed coal dust invaluable to the householder, of which 130,861 tons were manufactured last year.

The Crow's Nest fields are recognized as the largest in Alberta, and the most developed. They are credited with producing half the coal mined in Alberta at the present moment. The other half may be said to be divided up between Lethbridge-Taber, Banff and the northern fields, around Edmonton.

The production is leaping up apace, for in 1913 there was 31.44 per cent. more lignite mined than in 1912, while there was 23.55 per cent. more bituminous mined than in the previous year. There are a number of mines on the prairies, far from a railroad, which have never shipped the product from their own district and which are in flourishing condition.

These small mines supply the homesteaders, who drive miles to secure the fuel dug from the earth by these miniature coal barons of the plains.

GOLD IN OSCAR'S COAL MINE

There is a mine called Oscar's in the middle of the prairie which until very recently was seventy miles from a railroad, a typical example of this fact. Oscar's mine produces a good grade of coal, and it is renowned throughout the countryside. He employs about twenty men.

Homesteaders will travel eighty miles from over the Saskatchewan border to cart home their winter's supply of coal as the cold weather is setting in. It takes them two days on the journey out, with their team and box wagon, and Oscar houses them at the mine, where they often find thirty and forty teams from all the scattered parts of that district congregated, until it is their turn to load up with coal. Then it takes them three days with the load to return.

REDMEN OWN FUEL PROPERTIES

The Indian reserves, particularly that owned by the Blackfeet immediately east of Calgary, is underlaid with coal of good grade, the Bow River, whose banks are seamed with coal, running through their property. As winter sets in they hitch curious ancient boxes to their queer looking teams, scratch up a few tons of coal and tow it into the many small towns edging on the reserve. They supply most of the fuel for these towns, keeping them in fuel for the winter.

One Blackfoot Indian, a sub-chief named "Buckskin" has made a little fortune through being the possessor of a mine of good grade coal. A contractor employed on the Bassano Dam was struck by the superior quality of his coal and upon examination found a fine seven-foot seam. He made a bargain with Buckskin, agreeing to pay him \$17 a day for its use, using his own teams. Buckskin grinned broadly over the bargain and became a plutocrat from that day.

PAGE ONE HUNDRED AND THIRTY-FOUR

The Flesher Marble and Tile Co.

markable changes and revisions during the last several years, the modern plane being for greater permanence as well as for the architectural beauty. Ability to combine these two virtues and provide the permanent as well as the beautiful has made the task and the accomplishment of the Flesher Marble and Tile Company of Calgary whose handiwork is today seen on every hand even though the concern has been operating in the city but two years.

Ten years ago the business building which was then considered modern contained few of the betterments and architectural improvements of the structure of the Twentieth century. With the constant study of conditions, the application of every feature which enters into the building profession and experiments galore, builders are daily becoming converted to the knowledge that the use of marble and tile in their floors and walls not only is more sanitary but saves the cost of constantly replacing worn floors and exposed portions of the structure.

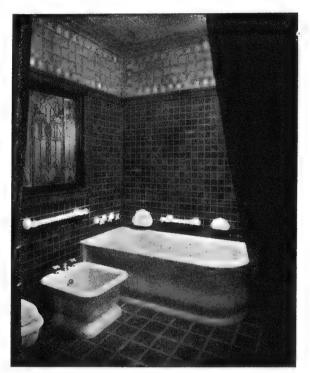
Provincial structures, large office buildings, theartes, hotels and even the private home, bear evidence of the march of the marble and tile industry toward advancement. Its service, cleanliness, beauty of desibn and convenience are constantly winning a larger host of friends.

When Mr. N. J. Flesher, manager of the Flesher Marble and Tile Company, came to Calgary little more than two years ago he brought with him years of experience gained in the tile factories of Janesville, Ohio and in the retail business in Pittsburg. His knowledge of the industry and the contracting work has been instrumental in beautifying a score of the larger business buildings and theatres which have been erected in Calgary since his arrival.

When the layman considers the fact that Mr. Flesher constantly employs 65 trained men installing

Industry Established in Calgary Two Years Ago Which Has Virtually Revolutionized Building in the City, and Which, Under the Direction of Mr. H. J. Flesher Has Beautified Calgary's Greatest Buildings.





A STRIKING STUDY IN FLESHER TILE AND MARBLE

the tile and marble in Calgary and that a complete stock of grates, fire places and tiling valued at more than \$20,000 is carried in the quarters of the company in the Bruner block, the magnitude and importance of the company may be imagined.

The payroll of the company averages more than \$1,400 weekly, this money being paid to Calgary men who make their homes in the city and have brought their families here through the enterprise of Mr. Flesher and his ability to provide work for them.

Prominent among the large contracts recently completed by the Flesher Company may be seen in the tile and marble work in the new ten-storey Herald building, the tiling in the new Calgary Furniture structure at Seventh Avenue and First Street West, the Canada Life building, the new P. Burns building at Eighth Avenue and Second Street East (the finest market on the North American continent), the Allen Theatre (one of the most palatial picture houses in Western Canada), the King George Hotel. the Calgary Courthouse, the Lougheed building, Kolb's restaurant and the great Hudson's Bay store. These structures have been fitted with tile floors and marble decorations furnished and installed by the Flesher Company.

In addition to the business blocks Mr. Flesher has installed fire places of architectural beauty and tile bathroom fittings, as well as tile floors in portions of the homes of the following prominent men:—Charles Traunwesier, I. K. Kerr, Eugene Coste, Dr. T. H. Blow and a score of others.

Marble used by the Flesher Company is imported direct from Italy, Alaska and Vermont, only the choicest slabs being used, while the tile is shipped to Calgary from the factory at Zanesville, Ohio, where Mr. Flesher received his early training for the professional career which has made him a factor in the construction world of Calgary.

The Western Pacific Oil Company, Limited

Calgary Company, Headed by Men of Financial Solidity, Which Is Drilling for Oil on the Adjoining Section to the Discovery Well and Which Promises to Become One of the Oil Leaders Because of the Methods Adopted by the Directors.

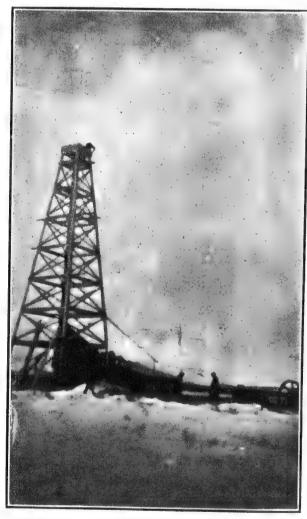
EVELOPMENT of the latent resources surrounding Calgary whose worth has already been proven without a shadow of a doubt, particularly the oil bearing districts, is the greatest service a man or group of men can perform for the growth and upbuilding of a community.

When the officers of a company dig down into their own pockets and put up the money for the purchase of the properties and a complete drilling outfit before a share of stock is sold, using the money paid in for stock in the exclusive development of the properties purchased, the sincerity of the heads of the organization is apparent. It is this demonstration of their uprightness and honesty of purpose that remove every doubt as to their intentions and endeavors for the betterment of Calgary and the production of the commodity that has made millionaires.

When the Western Pacific Oil Company, Limited, was formed the city was given a corporation headed by men of sterling worth whose entry into the development of the oil fields tributary to this city means the ultimate enriching of thousands of investors and the adding of another industry to the greatest centre of the Province of Alberta.

Recognizing that to conduct an oil company properly, viz., as any other business, the directors tried to found the Western Pacific Oil Company properly. They first sent to successful oil fields for an oil geologist and engineer. Within three days after oil was struck in the Discovery well of the Black Diamond district Mr. F. John Sur was in the field studying the geological formations with orders to secure properties from which oil in commercial quantities could be extracted.

The Western Pacific Company now owns 1,800 acres in the very heart of the oil-bearing districts in the Black Diamond and Sheep Creek regions, 16 miles from Okotoks. Leases for the petroleum and natural gas rights on their properties were secured by Mr. F. John Sur, their geologist, whose experience in the California and other fields have fitted him for solving the complex problems of the Calgary field. Phillip Minor and Dr. Gustave Grossman have made reports on the property which confirm those of Mr. Sur.



DERRICK ON PROPERTY OF THE WESTERN PACIFIC OIL COMPANY

At the head of this progressive company stands James B. Paterson, president, with the following associates: William J. Metzger, vice-president; F. J. Sur, geologist and oil engineer, director of properties; John D. Stewart, physician, director; Fred L. Haszard, physician, director; Herbert H. Moore, civil and mining engineer, director, and H. N. Evely, of the Evely Sales Company, director. The fiscal agency for the company has been placed in

the hands of R. J. Strachan and Company, Limited, 706 Centre street, Mr. Strachan being

secretary and treasurer of the concern.

Picturing of the prospects and work of the company can be told in no more concise and straightforward manner than by excerpts from the report of Geologist Sur, the director of the properties, whose fame has travelled beyond the Pacific Coast to wherever oil fields are known.

The company is capitalized at \$250,000, divided into 250,000 shares at \$1.00 each and 100,000 shares are now being offered to the investing public at easy terms.

The directors of the company have endeavored to minimize the element of speculation which many times exists in oil flotations, having for their objects the exploring and developing of the oil area stributary to Calgary. Mr. Sur is to act as the Consulting Geologist, spending the greater portion of his time at the scene of operations where drilling has been underway for several months, the entire outfit having been purchased at a cost of more than \$10,000 by money contributed by the directors before a share of the stock was placed on the market.

Properties of the company are located in a range of rolling foothills, 16 miles west of the C. P. R., the nearest station being Okotoks. The discovery anticline in which the oil bearing region is located is under Turner Valley and extends in a northwest direction directly toward the holdings of the Western Pacific Company.

Mr. Sur says in his report: "Oil found in the discovery well so far as shown, is worth \$4.00 per barrel of 42 United States gallons, so that comparing the production of low grade oil at California wells, which is worth from 40 to 85 cents per barrel, to a higher grade oil of this district would make a 15-barrel well here equal a 100-barrel well there."

Assurance is given the stock purchaser in the Western Pacific Company that the business methods which have won success for the men at the head of the enterprise, will be active in the operation of the affairs of the oil company. Their influence has counted much in the upbuilding and betterment of Calgary.

PAGE ONE HUNDRED AND THIRTY-FIVE

COMPLETION OF G.T.P. AND C.N.R. LINES TO CALGARY OPENS VAST MERCANTILE FIELD TO WHOLESALERS

Lines of Steel place Territory of 165,000 square miles Within Reach of Establishments of this City-Freight Rates are Reduced and New Era

Dawns for Business Interests

day with Calgary, inasmuch as it marked the completion of those long-expected roads, the Grand Trunk Pacific from Tofield, and the Canadian Northern from Saskatoon. When, within a week of one another trains from the north puffed into Calgary over these two roads, a new era began for the city, an area of 165,000 square miles, 64 towns and 50,000 farmers, and the accompanying trade, was thrown into the Calgary district. Trade received an immediate impetus, and a taste of the wonderful possibilities of this newly annexed territory was experienced.

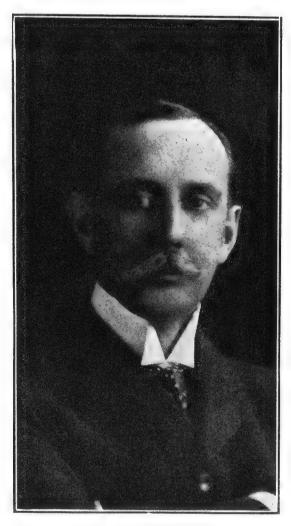
EVERY TRAIN BRINGS BUSINESS

Even with the limited facilities for passenger and traffic handling at present installed thousands of dollars worth of business per month is flowing into the city of Calgary. By every train are coming people, produce, and pork, enquiries, orders, and cash.

What will the trade be when the roads are in perfected running order, with daily service inaugurated, and what is more important, the merchants of the many towns come to realise that everything in the wholesale line possible can be procured in Calgary, and that the freight rates on both roads are greatly discriminatory in Calgary's favor as against Winnipeg, the only centre in the west that, in point of diversity of goods, can begin to compare with Calgary.

IMMENSE PROFITS FOR CALGARY MEN

Truly the possibilities are potent. Suppose there are four purchasing merchants to the town. Each one will spend conservatively \$6,000 in wholesale business with the wholesale houses per annum. Supposing that only 32 of the towns build up sufficiently to support four merchants and it is easy to figure the immense benefit that Calgary wholesale houses will derive directly from the acquisition of this new district. This alone will amount to more than \$7,000,000 per annum.



W. H. BERKINSHAW
—President of the Board of Trade.

"Wholesalers are conservative in presenting estimates, although keenly alive to possibilities for them, and realize that the district being opened up is one of the richest in Alberta, the richest in either Alberta and Saskatchewan," said Mr. W. H. Berkinshaw, president of the Calgary Board of Trade.

MILLIONS IN WHOLESALE TRADE

Estimates of the annual wholesale business done out of Calgary varies from \$20,000,000 to \$30,000,000, so that the increase in business resultant from the opening of these two lines will be around 33 1-3 per cent. of the present business. It is easy to conceive of the vast difference this will make to the wholesale houses. It will mean the employment of more travellers with the fuller development of the country. There are at present 1,000 men travelling out of Calgary. It will mean an increase in the staffs required to handle administration and shipping departments. Wholesalers estimate these increases to be between 15 and 20 per cent. when the roads are in good order, and Calgary is securing all its legitimate trade from the two roads.

SHARE BUSINESS WITH EASTERN FIRMS

But this increase is purely in the wholesale trade and does not take into consideration the increased volume of business that the larger retail stores, handling goods not procurable in the smaller towns, will do, and the increased output of the manufacturies which is bound to ensue with the opening up of larger territory. Calgary has been securing but a small proportion of the business, Saskatoon and Winnipeg having shared the cream of it owing to the total absence of rail communication into Calgary

Calgary carries every line conceivable of staple and fancy goods, and it was felt that with the establishment of a branch of the J. D. Ivey's Company, wholesale milliners, of Toronto, recently, that the last gap was filled.

W. H. BERKINSHAW IS ENTHUSIASTIC

Mr. Berkinshaw, president of the Board of Trade, and manager of the W. R. Brock and Company, one of the largest wholesale houses in the west, is enthusiastic over the possibilities of the wholesale trade in Calgary, not only by the opening of the north roads, but by the opening up of the other roads rapidly building into Calgary, particularly the completion of the Bassano-Empress cut-off, and the Stirling-Weyburn line, and the Grand Trunk Pacific, Biggar to Calgary line.

He said: "The opening of the Grand Trunk Pacific and Canadian Northern north roads will give Calgary wholesale houses excellent shipping facilities along the main line of the G. T. P. from Tofield, east, and along the C. N. R., from Vegreville east, besides opening up the country between junctional points on the two railroads, into Calgary.

FREIGHT RATES FAVOR CALGARY

"The country covered by both northern lines has a number of thriving villages and towns, in all of which are centred retail businesses. The main line of the C. N. R. east to Saskatoon, known as the Goose Lake division, traverses a country which is second to none in either Alberta or Saskatchewan.

"Freight rates on the C. N. R. from Calgary to Saskatoon favor Calgary as compared with Winnipeg."

Asked as what he considered would be a fair estimate of the adjunct to the wholesale trade from the opening of these roads into Calgary, Mr. Berkinshaw placed it roughly at between \$3,000,000 and \$4,000,000 annually.

"The wholesale prospects of Calgary I consider good," he continued. "In addition to the two northern roads, others are on the point of completion which will bring more trade directly tributary to Calgary.

NEW TOWNS ALONG RAILWAYS

"I speak more particularly of the Bassano Empress cut-off, and the Stirling-Weyburn line. Along the Bassano-Swift Current cut-off there are 32 new towns ready to spring into being with the completion of the line.

"I would strongly urge the completion of the Biggar to Calgary line of the G. T. P. which is now built as far as Loverna, southwest of Biggar, which is within a 200-mile run of connecting with the G. T. P. line from the north at Three Hills or some other junction point in that vicinity. This would give Calgary another direct line to Saskatoon, and would also open a rich country between the present C. N. R. Munson east line and the C. P. R. Lacombe easterly line."



Calgary Symphony Orchestra a Credit to the City

Cultured Musical Organization Brings About Valuable Publicity for the Metropolis and Removes the Eastern Perverted Opinion of the Theoretical Absence of Refinement in the Canadian West

(By JAMES W. DAVIDSON)

ind HELENA, Montana, on the map and then look several hundred miles north until you discover Calgary, Alberta, nestling on one of the forks of the Saskatchewan River under the shadow of the Canadian Rockies." Thus does a well known Phila-

Rockies." Thus does a well known Philadelphia magazine, "The Etude", with a million readers throughout the world, start its leading editorial in the February number. This was all brought about by the editor learning of the maintenance of a Symphony Orchestra in a city that had previously never attracted

THE HISTORY OF THE SYMPHONY ORCHESTRA

Considerable curiosity has been evinced as to just how the orchestra came into existence. Many will perhaps recollect that in January of last year the Apollo Choir, being unable to arrange for a symphony orchestra from the States to assist at their concert, induced Mr. Max Weil, who had left his orchestral work in the east to take up his residence in Calgary, to produce an orchestra from local material for this one occasion. Some thirty-five musicians were brought together and to the great credit of Mr. Weil and his associates rendered very admirably a programme consisting of compositions by Mozart, Tchaikowsky and Devorak. The date of this concert, January 27, may

some \$20,000 could be spent weekly on the various theatres and moving picture houses of Calgary that the citizens would be willing to spend at least an equal amount on an entire season of good music.



The directors were determined that the organization should immediately be of such size and possess musicians of sufficient ability to place it in the same class as other large symphony orchestras. This could not but mean a large deficit, for constant daily rehearsals would be necessary with a large weekly payroll, whereas only one evening concert a month could be regularly given at which the capacity of the theatre naturally limited the receipts.

Without in any way lowering the standard of the organization every effort was made to keep the expense down to the lowest point possible and it is due to this that the deficit amounting to some \$10,000, is the smallest of any of the unendowed symphony orchestras on this continent. It also brought to this city a number of musicians, some with their families, who became residents of our city. There was thus the satisfaction, even though the financial burden was large, of knowing that practically every cent expended on the orchestra remained in Calgary.



The Calgary Symphony was the pioneer musical organization in Canada to give matinees for school children. The attendance has been large and the educational value of such events well established. The late Joseph Pulitzer, proprietor of the New York World, considered symphony concerts of such great educational value that he left \$1,000,000 to the New York organization, and Colonel Higginson, of Boston, has given at various times an amount totalling over \$500,000, and is providing in his will an endowment of \$1,000,000 for the orchestra of that city.

Eight concerts have been given in Calgary, and a matinee and evening in Edmonton. At the latter city over 4,000 men, women and children attended the two concerts and Calgary received much praise in the northern city for



A TYPICAL CALGARY BOULEVARD—SIXTH AVENUE, PRAIRIE ONLY A FEW SHORT YEARS AGO

his attention. And over a half a column is used in expressing his wonderment. "Surely here," he writes, "is a miracle of culture, for Calgary only a few decades ago was on the borderland of an almost impenetrable wilderness."

There are good grounds for astonishment, for there are only eleven symphony orchestras on this continent and only one other in Canada—the Toronto orchestra. We quote once more from the interesting editorial: "We wonder whether the progressive men and women of Calgary realize that such a musical institution does more to convince the world of their intellectual, social and materialistic status than almost anything else they might do. A symphony orchestra is perhaps one of the highest steps in civic development."

BOSTON DAILY LAUDS ACHIEVEMENT

Complimentary things about Calgary, as a result of the orchestra, have found space for the first time in a number of the world's largest publications in Great Britain, United States and Eastern Canada, one Boston daily devoting nearly a quarter of a page to this organization, including a large illustration of the musicians.

In fact, from the standpoint alone of city advertising, the orchestra has been a very good investment. The larger cities of the States appreciate the value of this.

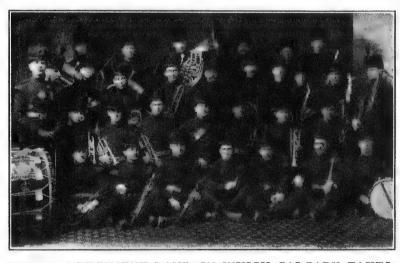
"We believe," writes the manager of the Business Men's League of St. Louis, "that sending our orchestra travelling in our trade territory is the best possible advertisement of St. Louis," and the Saturday Evening Post in commenting upon this, states that there is certainly no better way in which a city may very notably benefit and serve a smaller community.

While this phase of the success of the orchestra is interesting and to a certain extent satisfying to those who by their financial aid have made the orchestra possible, by far the most pleasing feature is the fact that the orchestra has from a musical standpoint proved an artistic success. In our audiences we have had many who have heard the great orchestras of other cities, many who are qualified critics and the pleasure that our orchestra has given them is evidence of the high standard to which Conductor Weil has brought his musicians.

therefore be considered as the beginning of a new era in the musical history of Calgary, for such satisfaction did this hastily-gottentogether organization give that a number of enthusiasts met at luncheon and decided to take advantage of Mr. Weil's presence in the city to attempt to establish a complete symphony orchestra on a permanent basis.

ALFRED PRICE THE FIRST CHAIRMAN

Mr. Alfred Price was the first chairman, and without his enthusiasm it is somewhat doubtful if the orchestra would have really at this



THE 103rd REGIMENT BAND IN WHICH CALGARY TAKES JUST PRIDE

time come into existence. A public meeting was later called in the library building, at which there was a good attendance, and before those present had dispersed \$2,000 was subscribed as a preliminary fund. Western determination and enthusiasm never resulted in more prompt and efficient action than in the creation within a few months of the Calgary Symphony Orchestra as we know it today. It took more than enthusiasm, however, for much money was required and guarantors and subscribers had to be obtained during a year when the tightness of money was rather a serious matter to many who, under other conditions would have given more freely. An aggressive campaign for support was carried on, for it was thought that if establishing in the province such a splendid institution.

MORE THAN 100 SUBSCRIBERS

That a large number of our people are specially interested in the orchestra is evidenced by the fact that the subscribers to the fund which makes the existence of the organization possible number at present more than 100. Some further financial assistance, however, will be required.

Mr. Max Weil and the members of the orchestra have so thoroughly demonstrated their ability that it is to be hoped that the organization will receive such hearty support that the directors will feel justified in arranging for a renewal of the contracts for the next season.

ONE HUNDRED AND THIRTY-SEVEN

EZRA H. RILEY

Calgary Philanthropist and Lawmaker Who Has Continually Placed Principle Before Party and Has Been Honored by Townsmen and Residents of the Province for His Worthy Deeds for Betterment of Con-

OINCIDENT with the actual growth and betterment of the community which has attained such prominence as that surrounding Calgary comes the necessity for the aid of the men who are endowed with that spirit of philanthropy which causes them to turn back into the veritable civic treasury a portion of the gain that municipality has given them.

Because of the rapid growth of Calgary the city has at times been beset by the influence of men who were more than willing to secure a share of the profits, but were unwilling to reciprocate by casting their efforts and ambitions into the commercial whirl and thereby aiding in the development of the commonwealth. Calgary's growth has been due to the work of such men as Ezra H. Riley, men who were not afraid to place their shoulders to the commercial wheel and help the fellow man.

Philanthropy in a growing community such as Calgary does not behoove the moneyhungry settler. Yet the accomplishments of Mr. Riley have been such as to cause his name to be revered by the citizens of Calgary and the residents of the surrounding district. His deeds have been greater than his words. Mr. Riley is the typical man of the west.

When Ezra H. Riley came to Calgary nearly 25 years ago the city and the surrounding district was considered a mere trading post and cattle and buffalo range.

Through the work of Mr. Riley and his associates, Calgary has attained the metropolitan goal and is today one of the leading industrial and home centres of the Canadian

'Tis true Mr. Riley, through wise investments has increased his profits. Calgary, the home builders, and the people of the areas across the international boundary, have profitted far greater through his citizenship and through his philanthropy.



EZRA H. RILEY

It was due to the effort of Mr. Riley that the city has been given Riley Park, in the Hillhurst district, once a portion of the tract owned by Mr. Riley. It has been due to the philanthropy of Mr. Riley that the 'St. Barnabas Church and other religous and civic organizations were given the privilege of erecting substantial buildings, Mr. Riley not alone contributing the site, but adding generously to the building fund.

When Eastern Quebec gave up the citizenship of Ezra Riley and his brothers, Calgary and the province of Alberta gained assets which have been many times recognized.

In 1907, when Judge Stuart was elevated to the supreme bench, Ezra Riley was appointed to take his place and in one of the most popular elections and one which will linger long in the memories of the settlers of the district, Ezra Riley defeated his opponent. Judge Walsh, and in 1909 was again elected to the provincial legislature by a large majority.

In 1910 Mr. Riley was the leading insurgent against the Rutherford government and again he placed principle before party and when Premier Sifton came in insisted upon a general election. His movement was beaten and in 1913 Mr. Rilev was again urged to make the race in several constituencies, but declined.

The same year he was appointed a member of the Calgary hospital board and at the last election was chosen to the permanent position by a large majority.

Names of such men as Ezra H. Riley are those to which the citizens conversant with the welfare of the city and its pioneer priva-tions bear allegiance. They have at all times borne the welfare of the community at heart ahead of the selfish motives which have actuated the movements of many realty dealers and financial agents of transient mien who have chosen Calgary for the temporary field of their

Mr. Riley's citizenship is an invaluable asset to Calgary.

IES Y. TURNEI

Wholesale Dealer in Lumber, Lath, Shingles, Brick, and Cement Materials, Who Has Supplied Building Materials For Dozens of the Larger Mercantile Structures in Calgary and the Tributary Territory.

DVANCEMENT of a city depends largely upon the ability to secure materials for the construction of business buildings demanded by its progress, the supply at hand often governing the rapidity of the march toward progress and prosperity. Not many years have passed since Calgary was forced to send to large eastern centres for lumber, brick, cement and other building materials, the contractors being forced to undergo aggravating delays and embarrassing financial losses through their inability to secure the desired articles through local representatives.

With the growth of the city, however, these conditions have changed and with the establishing of the business of James Y. Turner in the city in 1907 and the providing of lumber, lath, shingles, brick and cement in wholesale quantities to large contractors and builders, the strides toward the goal of metropolitanism have been quickened.

Mr. Turner, through his strict attention to business principles of soundness, his ability to grasp proffered opportunities and his keen interest in civic affairs and activity for the betterment and advancement of the city, has achieved a comfortable competence and is recognized as one of the alert business men of financial solidity of this industrial centre.

Magnitude of the operations of Mr. Turner in Calgary and the importance of his work to the city

may be imagined through consideration of the fact that at one time but two years ago 47 solid cars of building materials consigned to this enterprising citizen were standing on the side tracks of the C.P.R. waiting for his crew of 30 men to unload them, the workers emptying an average of eight cars of brick and lumber daily and still being unable to catch up because of the constant additions of others cars to the number.

Mr. Turner is a man of large achievements. He does not dabble with small contracts but makes a specialty of providing building materials for the greater structures of Calgary and the adjoining territory. During 1912 alone Mr. Turner handled 11,000,000 brick which have entered into the construction of Calgary buildings of prominence.

The entire output of brickyards at Sandstone. Cochrane, Red Deer, Innisfail, Okotoks and Redcliff have been contracted for at different buildings by Mr. Turner, the yards being kept running at full capacity to supply the contracts secured by this man whose activities have aided in the building up of

Prominent among the many structures in Calgary which have been erected with materials supplied by Mr. Turner are the Maclean block, the Calgary Furniture Company warehouse, Tees and Persse warehouse, McLaughlin Carriage Company, city stables, car barns and power plants, the city hall,

the new police station just completed and a score of

Mr. Turner's activities have not been confined alone to the builders' supply business. For two years after coming to Calgary from Ontario he was employed as paving expert and superintendent by the Calgary Paving Company and the Kettle River Paving Company, and while employed by the latter company laid the pavement on Eighth Avenue through the heart of the commercial centre of the metropolis. Five years ago he entered the business in which he is now engaged.

The career of this energetic man is one which reflects great credit upon his abilities, in fact he has been the architect of his own fortune.

Mr. Turner was born in Simcoe county, Ontario, February 8, 1859, his father being a prominent Sumberman. After gaining an education in Ontario schools he joined his father and acquired the rudiments of the lumber business which have been of great benefit to him in later years. In 1889 he came west to Manitoba, devoting two years to the lumber traffic at Melita, leaving there for Sault Ste. Marie, Ontario, where he engaged in the meat business for 16 years before casting his lot with Calgary.

As a citizen and as a factor in the commercial world of Calgary, he has been one of the sound minded, straightforward, energetic residents whose efforts have built a metropolis on the site of a



*** HERBERT T. SHEFFIEL

Builds Up Business on Straightforward Principles

Mr. Sheffield came to Calgary in March, 1907. After serving fifteen months in the City Treasurer's office he entered the real estate business and has made a success of same, adhering strictly to straightforward, upright business principles. In 1909 he opened PAGE ONE HUNDRED AND THIRTY-EIGHT

an office in London, England, under the management of E. N. White, formerly of the Canadian Bank of Commerce, and they have been successful in working a large clientele in the old country. Recently Mr. C. R. Sayer, formerly western secretary of the Y.M.C.A., joined Mr. Sheffield in connection with the Calgary office.

The Albertan can thoroughly recommend H. T .Sheffield & Co. to any wishing to invest money in Calgary, either in real estate, mortgages or farm lands.

DR. GEORGE ARTHUR INGS

Pioneer Physician of Calgary Whose Activities in Municipal Affairs, in the Promotion of Clean Sports, and in Professional Work Have Become City Assets.

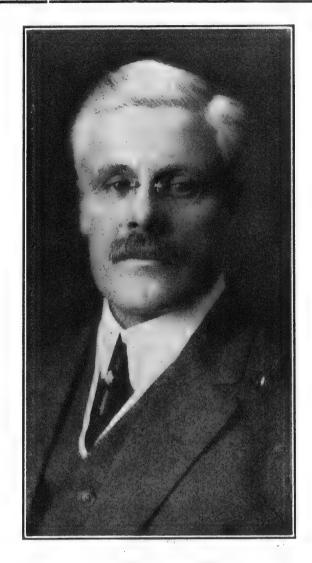
ULFILMENT of western traditions which demonstrate the certainty of the placing of the stamp of approval on the man who "makes good" is in no city more marked than in Calgary among the pioneers who struggled against privation, frontier obstacles and natural hindrances, and who, despite these stumbling blocks have gained their goals and are today esteemed residents of the metropolis enjoying the fruits of their early labors.

Calgary's greatness is due to the ceaseless efforts of these settlers who invested their all in the village and have devoted the golden years of their lives to the upbuilding of the community.

When Calgary was a budding village in 1899, just preparing to make the strides which have today placed the city in the metropolitan class, Dr. George A. Ings listened to the call of the west and came to the city from Montana, where he had been practising, and from the day of his arrival to the present hour Dr. Ings has been a factor in every movement for the advancement of the city.

Professional ethics at times forbid the advertising of callings whose aim pertains to the individual-the doctor, dentist, surgeon, lawyer and others whose years have been spent in preparation for their life work, yet recognition of the achievements of these men of merit both in their professions and in their civic and private life is demanded by the hosts of admirers of such substantial citizens as Dr.

After spending years in study and practice, preparing for the work which has made the name of Dr. Ings dear to hundreds of households, he came to Calgary endowed with an education possessed by few men in his profession, yet Dr. Ings has not become a citizen with but a single ambition. His activities have extended to municipal affairs and the promotion of clean sport in the city and province, as well as to the fraternal and social side. He is one of the prominent supporters of association football in Calgary and is at the present time president of the Caledonia Football Club of



DR. GEORGE A. INGS

Calgary, his aid and influence having done much for the betterment of the game and the strengthening of physiques among the young men of the city.

His early education was received at King's College at Windsor, Nova Scotia, and Prince of Wales College, at Charlottetown.

With this educational foundation Dr. Ings went to Scotland in 1881, where he entered the Royal College of Physicians and Surgeons at Edinburgh, devoting six years to study and practice. He was graduated in 1890, after spending three additional years in special work, devoting the greater portion of the time to perfecting his knowledge of surgery. His prominence as a surgeon in Western Canada is well known to all who have watched results. After returning to Canada from the Scotch college he practiced several years in Nova Scotia, devoted some time to travel and finally came to Calgary, after spending two years in Montana among the pioneers of that district.

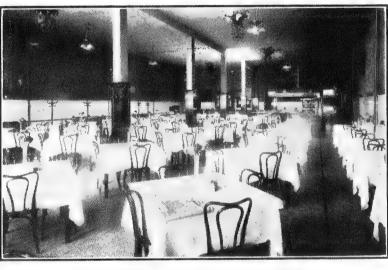
Dr. Ings is interested in several enterprises which have become prominent in Calgary and which have been instrumental in assisting the growth of the community. His interest in geology and the mining industry has many times been displayed, the doctor having been one of the discoverers of a large deposit of iron ore near Calgary, which at some near future date will become one of the great assets of the province. As one of the leading Conservatives of Southern Alberta, Dr. Ings has been active in party endeavors, his efforts being constantly devoted to political movements intended for the betterment of the condition of the people and for the good of the province. He has taken a prominent part in the conferences of the Calgary Provincial Medical Societies, his counsel and advice being sought by many members of younger years, while his professional knowledge is being constantly called upon by Calgary physicians and surgeons.

Dr. Ings was born in Charlottetown, Prince Edward Island, on September 20, 1860, his father being one of the leading men of the district, president of the Union Bank of Prince Edward Island and other institutions of solidity. His mother was a daughter of the Hon. James Yeo, leader of the government of the Island for years. In the citzenship of Dr. Ings Calgary possesses an asset which its residents have not been dilatory in recognizing.

Wilson's Cafeteria



Leading Institution of its
Kind in the Canadian West
Which Fills a Long Felt
Want in Calgary and Has
Revolutionized the Dining Situation by Providing Unequalled Foods in Less Than Half the Restaurant Time.



INTERIOR OF WILSON'S CAFETERIA

CENTURY hurry and hustle ENTIFIE has brought about a series of radical revolutions in the habit and customs of

persons directly concerned in the vigor-ous commercial life of modern times. In his chase for the dollar the business man of today has but a few hours during the day in which to dispose of pressing business, and meal periods are reduced to a minimum.

the Wilson Cafeteria Seventh Avenue East on New Year's day 1913, a revolution in the mode and manner of preparing food and consuming it was inaugurated in Calgary, the busy man was provided with an opportunity to enjoy the meals which he formely bolted as a matter of form and habit.

Under the management of Mr. Wilson and his capable corps of assistants the business has grown

to such proportions that the employment of 25 to 30 trained employees is required, the payroll of the institution being more than \$1,600 monthly. When the doubter considers the fact that this cafeteria is patronized by nearly 1,000 people every day in the year, the popularity of the institution may be gauged.

Mr. Wilson has prepared one of the most comfortable and attractive dining rooms in the city for the accommodation of his guests, the main dining room being capable of seating 190 people with-out crowding. Orchestral music is provided at the luncheon and dinner hours by the best musicians

obtainable in Calgary.
All foods served in this cafeteria are prepared in the kitchens and bakeries owned and operated by Mr. Wilson. With the exception of a small portion of the currant bread served, all pies, cakes, breads and pastries of all sorts are baked by Wilson's experts in the cafeteria bake shop. Kitchen ranges, the steam tables, the large ovens and every de-partment of the cafeteria is heated with Calgary natural gas, no coal or wood being used on the

Mr. Wilson is one of the mose experienced and best known cafe and cafeteria managers in the province. He has been in the restaurant work since a boy and his achievements in Calgary demonstrate his unusual ability to organize and operate establishments of true worth. For five years he has been a resident of Calgary, three years of that time being manager of the Royal Grill. In addition to the cafeteria on Seventh Avenue he has a half interest in the Chicago Dairy Lunch on Eighth Avenue East, a popular eating place now under the management of E. E. Saunders.

Building Home algary jompany

Progressive Corporation Which Has Provided Homes For Nearly 100 Substantial Settlers And Has Interested Thousands of Dollars of English Capital in Alberta Investments.

HE GAUGE of the importance of an individual or corporation in its relation to the public is best found in the things done for the good of the community in which they operate.

This is the relation the Calgary Home Building Company bears to Calgary through the many things they have done for the upbuilding of the city and the providing of homes for nearly one hundred settlers who have become substantial residents of the metropolis, aiding its growth and advancement.

When James Smalley, president and manager of the enterprising company, harkened to the call of the Canadian West and left his old home in Blackwood, England, 11 years ago to become a builder of Calgary, he brought to the city the confidence and backing of English financiers and investors with whom he had been associated in the old land.

Consideration of the fact that Mr. Smalley has been instrumental in interesting many of these staunch, solid business men of England, Scotland and Wales in the possibilities of Calgary and has brought about the investing of fortunes in inside business property and other revenue producing holdings, removes every shadow of doubt as to the scope of the company and the importance of its operations to the city and surrounding territory.

Associated with Mr. Smalley in the company is his

brother, Thomas Smalley, secretary-treasurer.
Heads of the Calgary Home Building Company
have steadfastly shunned movements smacking of even a semblance of so-called "wild-catting." Clients of the company have been urged to place their funds in revenue producing properties in the business district, Mr. Smalley fighting incessantly against the investment of large amounts in subdivisions in outlying portions of the city. Such confidence have these English investors had in the abilities of the Smalley brothers that they have placed their monies in their hands without seeing the property, depending entirely upon their mature

and proven judgment and advice.

James Smalley devoted nine months of last year to the sowing of the seed which is now bringing financial gains for Calgary. At that time he interested but a few English financiers in Calgary. The returns have been great and these investors have urged others to follow their examples. The result has been that no evidence of financial stringency or depression may be found in the office of the Calgary Home Building Company, the last year hav-

ing been the best in the history of the concern.
Great achievements of the Smalley Brothers for Calgary's benefit have been the erection of many commodious homes in ideal residential sections of the city, making it possible for the wage earner to own his own home, paying for it by the month.

More than 50 houses were erected by the company in the two years devoted to the actual building business, Mr. James Smalley being an expert contractor and builder.

These homes have ranged in cost from \$2,500 to \$5,000 and are all being paid for on the monthly payment plan, no difficulty having been encountered by the company in making collections as yet. The company is now devoting its entire effort and energies to the making of loans on residential and business property, leaving the construction in the hands of other companies. Men of small means are now enabled to erect and own their homes and places of business, the Home Building Company taking a mortgage at reasonable terms, allowing the occupant to devote a portion of his salary or income to the removal of the debt against the property.

An agency has been established by Mr. Smalley in Lancashire, the majority of clients of the concern being located in that vicinity. It has been men and institutions of the type of the Smalley Brothers and the Calgary Home Building Company, financially solid, blessed with the confidence of every client, who have been the real builders of this great commercial commonwealth.

PAGE ONE HUNDRED AND THIRTY-NINE

Calgary Billposting and Advertising Company, Limited

Institution which has the Exclusive Billposting Right in the City and which has Accomplished the Work in such a Thorough Manner as to Win Friends and Admirers

DVERTISING of the convincing sort has come to be the silent partner of the successful business man of the Twentieth Century. Whether this advertising be of the modest magazine variety or whether the advertiser choose to display his wares and bargains in newspapers or personal letters, the fact remains that the merchant who advertises is the man who has been enabled to make strides far in advance of competitors. His store is crowded. He has no shop-worn goods to offer at bargain prices. His clerks are not lolling about the counters in idleness.

Perhaps the most convincing advertising of the present day, the advertising that is read by thousands of people whether or not they be newspaper readers or not, is that displayed on the billboard within reading distance of all pedestrians.

This is the advertising with the "punch", the advertising of the convincing nature which brings sales. Reputations have been established for scores of articles which are necessities in the households of thousands today through the advertising campaign waged among the populace. Fortunes have been made through the use of printer's ink and the billboard advertising, which, if eliminated from the business would have resulted in that article or commodity only the zone within the region occupied by the factory and the wholesale houses.

When the Calgary Billposting and Advertising Company, Limited, was established in this city in 1903 by Mr. Earnest Willis, a new field was opened for the manufacturer of household necessities and new vigor was instilled into local establishments whose enthusiasm was at that time at low ebb despite the fact that the city was just taking the first steps in the march toward metropolitanism.

Mr. Willis was the pioneer in Calgary in the bill-posting business and his enterprise and activity in all lines of municipal affairs have resulted in the building up of a business of magnitude. From the small beginning, Mr. Willis today controls more than 12,000 lineal feet of billboards, erected on choice and advantageous spots throughout the city where the display of artistic posters will be read by thousands daily.



EARNEST WILLIS

In addition to this Mr. Willis as manager of the company has erected more than 500 feet of illuminating signs, the boards being readable both by day and night, electric lights being so placed in such position as to shed a cheering light upon the artistic sign during the late hours of the darkness, the lights and signs glimmering as late as the hour the straggler chooses to wend his way homeward.

The Calgary Billposting and Advertising Company is a member of the Poster Advertising Association with offices at Chatham, Ontario, and Chicago, Illinois, this association controlling a large portion of the advertising matter for large manufacturing institutions in the centres of Canada and the United States. Through this association the Calgary concern secures the pleasing posters from other cities which greet the eye of the pedestrian on the massive billboards throughout the city. According to the arrangements with this laudable association only one franchise is granted in cities with a population of less than 100,000, Mr. Willis having secured the franchise for Calgary.

Before entering the advertising business which has placed Mr. Willis among the prominent citizens of Calgary, he was well and favorably known in the United States as an actor, portraying the "legitimate" dramas, socalled. Failing health brought him to Calgary and the bracing climate and he eventually entered the business in which he is now manager. He at one time was the owner of the Lyric Theatre in Calgary, transferring his interest to the present management.

Perhaps one of the greatest factors which has entered into the success of the company has been the cleanliness of material used on the signboards, the artistic design and the care with which the displays have been posted. Nothing of a displeasing, immoral or degrading character has been allowed to be displayed in Calgary, thanks to the censoring of Mr. Willis and his associates. He is the employer of 10 men who are kept busy renewing the posters on these well-kept boards. Under the supervision of Mr. Willis the billposteng business in Calgary has been arranged in such manner that "he who runs may read."

James J. O'Gara, Architect



Exponent of the High Art in Architecture Who Has Drawn Plans for Many of Calgary's Largest and Most Important Buildings and Whose Work Extends Throughout the Province.

USINESS and building progression in Calgary are among its many cardinal virtues and the last several years have witnessed the construction of many modern blocks and residences to meet the pressing demands of an increased population. Upon the erection of modern, substantial buildings to house industries which make up the success of the city and give employment to the hundreds of toilers, depends the advancement of Calgary and other like cities nearing the metropolitan stage. Underlying the basis upon which builders operate is the guiding hand of an expert architect who directs the details and designates the parts and materials which shall enter into the construction of the building that it may be one of the permanent edifices of the community.

When James J. O'Gara, one of Calgary's leading architects, came to Calgary from Ottawa in 1904, he immediately became identified with the best interests of the city, was not afraid to hurl his energies into the commercial maelstrom and shoulder his share of the troublesome burdens of the growing

community and as a result has carved out a future of enviable prominence in the province.

One of the mose effective recommendations of a man or institution in a brief recital of accomplishments and a glimpse into the past of the person involved. To dig beneath the commercial cuticle is to discover that James J. O'Gara has been the man who has designed and aided in the construction of a score of the largest business, religious and educational institutions of Calgary and cities in the adjoining district.

Prominent among the deeds of Mr. O'Gara in delineating the detail which enters into the erection of a beautiful building was the planning of the private medical and surgical wing of Holy Cross Hospital, one of the most prominent in Southwestern Canada. A short time after the completion of this task he was induced hy heads of the St. Eugene Hospital of Cranbrook to plan the surgical wing of that institution which duly was performed adding greatly to the efficacy of the institution and adding another monument to the ability of this progressive architect. The new maternity wing to



JAMES J. O'GARA Architect

the Holy Cross Hospital, just completed, was designed and supervised by Mr. O'Gara. St. Mary's school and St. Mary's hall in Calgary are prominently listed among other structures erected by Mr. O'Gara while the enumeration of the business blocks with which he has been identified in the building would occupy much space.

During the erection of the old post office building at Eighth Avenue and First Street West, Mr. O'Gara was supervising architect for the government, this work being completed without a hitch. Forefathers of Mr. O'Gara have been prominently connected with governmental and political affairs, his grandfather having been one of the architects appointed to erect the parliament buildings at Ottawa, the city of birth of Mr. O'Gara (Nov. 21, 1876). His father, Martin O'Gara, was for 33 years police magistrate of Ottawa and shortly before his death was appointed judge of the High Court, his demise

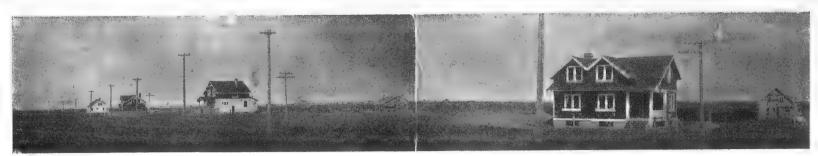
occurring before he accepted the honor.

St. Mary's College at Montreal gave Mr. O'Gara the basis upon which has been builded his successful career. Five years later being graduated from the college he toiled in an architects office at Ottawa grasping the rudiments of the practical end of the profession which he has adopted as his life work. He later joined an appraisal company at Montreal and was delegated to inspect large factories through the province and in large American cities in New York state. When he came to Calgary he became a partner of F. J. Lawson, today one of the best known men in his line in the city, and in 1907 started into business for himself.

Residences of architectural beauty in the elite districts bear marks of the handiwork of Mr. O'Gara,



PRESBYTERY OF THE SACRED HEART PARISH



BUILDING IS ACTIVELY PROGRESSING IN THE PROMISING SUBDIVISION, KINGSWAY, MOOSE JAW

McCutcheon Bros. Ltd

ARE WILLING TO BE JUDGED BY OUR RECORD. In offering properties to the public, we are doing so not as a new firm with no large interests at stake who are only in business to sell one subdivision, but we are doing so as one of the largest firms in Canada, and in every contract we give a written guarantee as to the direction and distance from the post office and the topography of the property. This places the purchaser that he knows exactly what he is buying at time of purchase.

In our extensive business in Western Canada, which in 1912 alone amounted to nearly ten million dollars, 75% of the property we have sold has been sold to people who never saw it, and never had a chance of personally inspecting same. For this reason we are giving a list of the properties that we have handled up to a little over a year ago, and prices at which we sold same, and the prices they are selling at today notwithstanding the present financial stringency. Now we consider this is the best kind of reference, as when you give names of people they might be personal friends of the firm, or have ulterior motives for recommending the firm, but when you give the properties, this is something that everybody can investigate, and in giving this list of properties, we are not simply giving a list of our successes, but we are giving a full list, which not only includes our successes, but one like Camrose, which has been a temporary disappointment, but as the property we sold in this city is very largely all located inside the mile circle from the Post Office, in the direction in which the town is growing, we fully believe in the next two years it will give very handsome profits to the purchasers.

Calgary

	Prices so	ld at.		Wo	rth	today.
Killarney	\$65.00 to	\$100.00	per lot	\$250.00	to	\$400.00
	75.00 to			250.00	to	500.00
Knob Hill	250.00		,,,	600.00	to	800,00
Kitsilano	30.00		"			100.00
N. Mt. Pleasant.	75.00 to	100.00	99	250.00	to	350.00
Altadore	40.00 to			250.00	to	350.00

Regina

Rosemont 300.00 to 350.00 500.00 to 600.00 (50 ft.)

Moose Jaw

Lynbrook Heights.... 150.00 to 200.00 per lot 300.00 to 400.00 Windsor Park....... 150.00 to 200.00 " 250.00 to 400.00

Prince Albert

Mount Pleasant. 100.00 to 150.00 per lot 300.00 to 350.00

Medicine Hat

Prices sold at. Worth today. Cousins & Sissons.. \$150.00 to \$250.00 per lot \$600.00 to \$1000.00 High School Annex 250.00 to 300.00 per lot 800.00 to 1200.00

Saskatoon

Camrose

Edmonton

Beverly Heights..... 150.00 to 175.00 per lot 300.00 to 400.00

This property has been sold within the last three years, and as it was sold on very easy terms running over from eighteen months to twenty-four months, a large portion of the last payments on these properties have not as yet been made. As you will notice, the buyers in every case will be able to make from 100% to 300% on the amount invested, and in every case we have given very conservative valuations for today's prices. We are quite satisfied with favorable financial conditions that all these properties will increase 50% in the next six months.

In asking your confidence in today's investments, we feel we can conscientiously do so on our past record.

MOOSE JAW. Today we want to particularly recommend to our clientele, Kingsway, Moose Jaw, which is located adjoining the city limits, and is all within the two mile circle from the Post Office, the inner corner being well within the one and one-half mile circle. It is already served by the street car line; six handsome houses are already built. Kingsway we are offering at \$15.00 per foot frontage. As choice residential property such as Rosedale, Toronto, is selling at \$150.00 to \$200.00 per foot, Shaughnessy Heights (Vancouver), similar prices, and Mount Royal (Calgary), \$50.00 to \$100.00 per foot, this gives you some idea of the future possibilities

REGINA. We also recommend West Mirror, Regina, which is also located inside the city limits in the south-west, in the direction in

ich the city is growing. This property we are selling at \$200.00 per lot up.

EDMONTON. We are also offering a choice investment in the city of Edmonton—Mayfair. This choice property is located just across the river from the Government House, a short distance from the University buildings. We are offering this at half the price the adjoining properties are held at and 10% below what the property is assessed at. This is acknowledged to be the prettiest residential property in the city of Edmonton. Price-\$600.00 per lot up. The lots are 33 feet wide.

CALGARY. We recommend Morris Place, Calgary, which property is all located in the 21/2-mile circle to the northeast. This is not the best residential section, but as it adjoins the city's new industrial tracts, it is destined to be the future home of a large number of working men. Our price is \$200.00 to \$250.00 per lot.

LANDS FARM

We have a very choice list of farm lands throughout the entire Province of Alberta, either in large blocks or in quarter sections, half sections, or sections. At the present time we are able to offer very choice farm land, located close to railroads at from \$10.00 per acre, on easy terms of 10% down, and the balance over ten years.

Considering the low prices of lands in the Province of Alberta in comparison with the prices of land in any other part of the world we are fully convinced that farm lands in the next five to ten years will double in value.

For further particulars see

McCutcheon Bros., Limited 4 Seventh Avenue West Calgary

BRANCH OFFICES:

Jasper Avenue East, Edmonton, Alta. Walter Scott Block, Moose Jaw, Sask. 127 Sparks Street, Ottawa, Ont.

1708 Rose Street, Regina, Sask. 447 Main Street, Winnipeg, Man. 98 King Street West, Toronto, Ont. 1309, Douglas Street, Victoria, B.C. Main Street, Fernie, B.C. Norwich Union Building, Corner Piccadilly and St. James, London, England.

Calgary Schools Shows Remarkable Growth In Few Years; Now 31 Buildings and 200 Teachers.

Under the Capable Guidance of Superintendent Scott Educational Systems Work Wonders, The Prevocational Training, Classes for Foreigners, Domestic Science and Manual Training Departments Proving Exceedingly Popular.

ALGARY SCHOOL growth has been phenomenal, increasing 500 per cent. in seven years, yet despite the fact that it was compelled to adopt a feverish pace in the construction of schools, the efficiency side was well looked after. Calgary can boast a school system second to none in Canada, comprehending several successful features that have not yet been adpoted by any other board in Canada.

EVER SINCE the record growth of Calgary commenced seven years ago has the school board been able to catch up to the expanding demand for school accommodation. Try as they might, spend money and they would, scheme and plan to take care of the children as fast as they arrived, the problem seemed impossible of solution.

The board, competent, capable and resourceful was in the position of the man who tried to sponge up the sea.

The Board erected schools just as fast as sites could be secured. Now the schools own

In 1906 there were 1,911 children on the school's registration, in 1907 there were 2,527, an increase of 32 per cent. In 1908 there were 2,980, an increase of 18 per cent. In 1909 there were 3,545, an increase of 19 per cent. In 1910 there were 4,421, an increase of 24 per cent. In 1911 there were 5,800, an increase of 31 per cent. In 1912 there were 7,385, an increase of 28 per cent. In 1913 there were 8,659, an increase of 18 per cent.

CALGARY HAS 31 SCHOOL BUILDINGS

At the close of 1906 there were ten buildings, many of them temporary structures with 31 public school teachers, and three high school teachers. At the present time there are 31 buildings with 171 public school teachers and 16 high school teachers.

And the demand has even yet not been satisfied, for there are under construction three four-roomed wooden buildings, and three large and handsome stone buildings all of which will be finished and ready for occupancy this year.

While the board has been straining every nerve to bring the accommodation up to the demand it has not been neglecting to build up a modern school system. tions, and the responsibilities of citizenship before the incoming immigrant has learned worse through tainted channels.

That they appreciate the move is shown in the fact that the classes last winter were attended by more than 500 foreign born.

PREVOCATIONAL TRAINING . WINS FAVOR WITH SCORES

The pre-vocational training has another fruitful innovation. Classes were held daily in the Victoria school for the purpose of assisting those children who have a definite purpose in mind after the academic course is done as to their future sphere of labor. Their aptitude and the desires of the parents are considered in this matter. Provision has been made for a cooking department and laundry for the girls, and for a printshop for the boys. The printshop is not intended to turn out printers. It is merely a practical method of illustrating the principles of punctuation, the art of designing, and incidentally is expected to furnish some of the School Board printing. The woodworking department is a training ground for accuracy in handwork, and particular attention is paid to the principles and practice of drawing. Half the week is devoted by the pupils in this particular study, the remainder of the week being taken up in the usual academic subjects.

COOKING CLASSES ATTENDED BY HUNDREDS

Superintendent Scott regards the manual training courses for all grades as the chief innovation since he took office in 1906. He introduced into the schools in 1907.

The second in importance he regards the household science and cooking classes for girls. These were an extension from the sewing classes organized by the teachers as a counterpart of the manual training classes. From one teacher, Mr. Lynn, these classes have grown until now there are five men and five women teachers required in these departments. Classes are held at seven centres for day pupil and in most cases there are evening classes inaugurated.

Another feature has been the re-organization of the cadet regiment which now includes all the boys in senior grades. Under Sergeant Major Ferguson they have become renowned as marksmen, winning honors at Ottawa when a team last year carried away all prizes in sight, and walked off with the Earl Grey trophy, competing against all Canada.

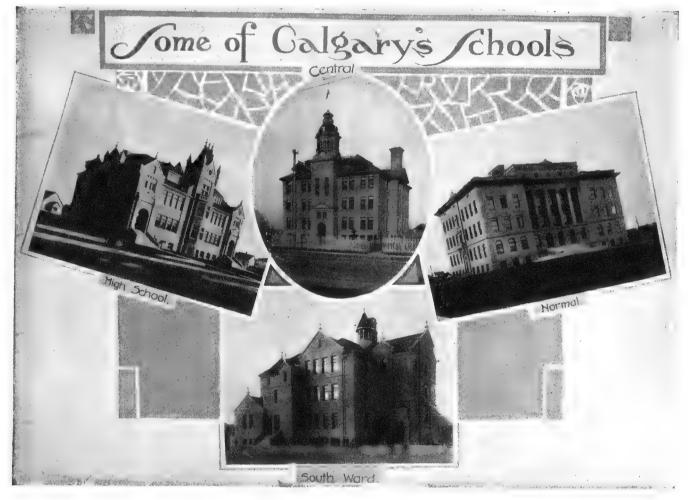
Probably the most important development in educational work in Calgary in recent years has been in the direction of technical education, the third season's work of which has just closed. It shows a total registration of over 1,000 pupils, young men and women seeking to improve their educational advantages, and to fit themselves for higher positions and better work. This department has developed under the guidance of Mr. T. B. Kidner, director of Technical Education. The ambition is entertained that some day Calgary will erect a technical education school building that will be a credit to the city.

NEW HIGH SCHOOL IS NECESSARY

In the meantime there is ahead of the Board the question of the construction of a new high school combining many features of technical education. It is the desire and purpose of the Board to erect a school that will combine facilities for commercial, industrial and technical courses as well as for academic courses.

The present high school is inadequate and the institution has had to be divided and a branch established in the west end. There are 407 pupils registered at the high school.

Calgary's school system has been planned with a view to the requirements of the people and the curriculum is being regulated with this point in view. The night classes have become so popular that they attract an attendance of 1,500 every season.



property and buildings to the total value of \$3,479,828.

First there would come a clamor from the east end—150 children needing accommodation and no sooner was the demand filled, than came urgent applications from the south, the west and the north.

MILLIONS INVESTED IN SCHOOL PROPERTY

Seven years ago the value of school property and buildings was only about \$200,000 and today it totals \$3,479,828, of which \$1,753,703 is invested in buildings.

Since 1906 the number of school children registered at the Calgary schools has increased by 500 per cent. In no branch of city life is the rare growth of Calgary so exemplified as in the demand for school accommodation.

Below is a list of comparisons, showing how the number of school children has increased since 1906.

PAGE ONE HUNDRED AND FORTY-TWO

CLASSES FOR ALIENS ATTRACT HUNDREDS

The consequence is that Calgary's school system is recognized as a model one in all parts of the Dominion, and it can boast two features which have not yet been adopted by any other city in Canada. These are the pre-vocational training and the classes for foreign born. Both have proved their worth and Superintendent A. M. Scott, under whose regime the system has been built up from a humble beginning in 1906 to the outstanding standard it has attained at the present day, considers them both big successes.

The classes for adult foreign born have accomplished a variety of purposes. They have freed the foreign mind from that natural suspicion with which it regards unknown institutions, especially educational, when he first immigrates. The classes are teaching aliens the language of the country of his adoption at the best and purest source; instilling the ideals of that country, explaining its condi-

Future of Calgary University, Pride of the City, Is Assured Through Toil of Thinking Residents

Higher Education for Southern Alberta Learners Is Provided by Donations of Land and Dollars by Philanthropic Pioneers of the Industrial Center of Western Canada's Most Productive Province

AKING the original move so far as higher education was concerned, by the organization of the Calgary University, Calgary shook off its swaddling clothes and donned the refined garments of a more intellectual,

enlightened and polished city.

Ignoring suspicions of many who pictured the hopelessness of beginning a university on less than \$20,000,000, the organization was undertaken by undaunted residents and is now

surprising the early pessimists by accomplishing ideals it set out to achieve.

UNIVERSITY GAINING STRENGTH DAILY

Inspired by the belief that higher education should be within the reach of all, and should not be a specially reserved delight for the monied few, every forward step has been fashioned with this ideal in mind, to the end that it is now one of the most cherished institutions in Calgary, that it fills a niche and a need in the lives of the citizens that could not be replaced. It is gaining unexpected strength through its very democracy.

TO SPECIALIZE ON SCIENTIFIC COURSES

Dr. F. H. McDougall, Dean of the Faculty, said "The university hopes in time, besides treating all the subjects ordinarily used, to specialize on the science side, and to build up a complete technical department. The aim is



PROFESSOR F. H. McDOUGALL
Dean of the Faculty of the Calgary
University who is doing noble work
in the organization of higher
educational facilities for Calgary.

the select few but where the humblest with mental ability has an equal chance. There the university permits students to work half the time, studying the practical end of the subjects In this connection Professor Eastman is giving a series of lectures on "Social and Economic History."

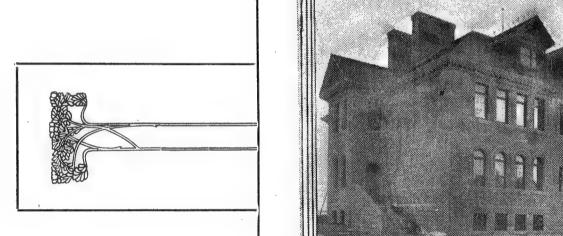
WORK TO START SOON ON PERMANENT HOME

Splendid progress was shown in 1913, when the university entered upon its second season, with twice the students registered is in the opening year, while a busy year is ahead. Work will soon be started on the new permanent home in West Calgary on the beautiful sight commanding a view of the Bow River.

The start has been modest — the present home being an adjunct of the public library building. Generous endowments of land and money by public spirited citizens who have responded to all appeals and a \$150,000 grant from the city, have amply provided for building up a programme of considerable extent.

DR. T. H. BLOW FATHER OF THE PLAN

The university has started out under good auspices. Originating in the mind of Dr. Blow whose activities at once displayed themselves in its interest, it has developed until it is now recognized as the leading educational institution in Alberta. A glance at the donations reveal that it has 600 acres in various parts of the city given by well wishers. Among the larger donors are W. J. Tregillus who gave the 160 acres upon which the permanent university buildings are to be placed, A. J. Sayre, 160



EARL GREY SCHOOL

—A fine type of the newer Calg ary educational institutions.

to give all the people a chance for higher education. It believes that much can be accomplished by part courses, by extension



T. H. KIDNER
Director of Technical Institute

lectures, and by night classes, and the plans for the future will be made with these ideas in mind."

Dr.MacDougall is much impressed with the plan in force at the University of Cincinnatti, where the higher education is not reserved for

they are learning, for which the students generally receive pay, and to spend the other half in the university.

DEMOCRATIC IDEALS WIN FAVOR

It is upon this broad principle that the University of Calgary is being constructed. It will be an institution peculiarly adapted to the country in which it is placed, where the democratic ideals have freest and fairest play.

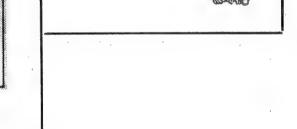
It is meant to bring the higher education within reach of all, and it has begun well in the organization of a series of extension lectures which in some respects are superior to any undertaken in any of the university cities of

Canada to the present moment.

The Social Service branch of these extension lectures is an innovation as far as Canada is concerned, although Toronto plans to take up this branch of work in the near future. Calgary, however, is the pioneer in this work. The series of lectures in this department being held in the public library and which are intended to be delivered down town among the people even when the permanent buildings are completed have been a source of much interest.

THINKING CITIZENS ATTEND LECTURES

These extension lectures include a series on "Economics and Political Science," given by the university professors, and several citizens, which have also attracted much attention. The Trades and Labor Council recently approached the faculty with a view to extending these lectures to include economic and social subjects, and the request was promptly complied with.



acres and \$10,000; John Hextall, 80 acres; Henry Tomkins, 40 acres; T. J. S. Skinner, \$35,000 for a chair of history; James Short, K.C., and George J. Bryan, \$50,000 for a chair of chemistry; Dr. Blow \$40,000 for a chair of modern languages.



A. M. SCOTT
Superintendent of Schools A.

Plans are now under consideration for the building to be put up this summer, and they call for a handsome structure of three storeys complete with administration offices, well equipped library and lecture halls, and a large assembly room on the third floor

PAGE ONE HUNDRED AND FORTY-THREE

Fortunes Are Made Overnight In Calgary





Real Estate

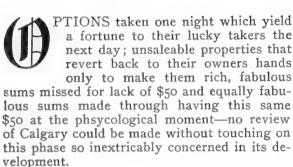






Unusual Advance in Values Shoves Prices to High Point During Boom Days

1000



Growing at a faster rate than any other city in Canada, things happened in Calgary that cause many fairy tales to pale into insignificance

Facts, incontrovertible, are in this case stranger than fiction. Calgary has made fortunes for the lucky ones in a day has rewarded its pioneers, the men who clung to the city through the worst of periods, by making them millionaires, and has been a mine of Midas to the investor who invested money in the city.

Great things have happened in Calgary. Anyone who invested in Calgary in its period of greatest growth, struck gold. Property values increased year by year seemingly without limit, and financial institutions of Canada were pace makers. It was little short of marvellous, and in the middle of the rush, new millionaires theoretically pinched themselves to see whether they were awake or dreaming.

Pioneers tell wonderful stories of the growth of this city of the prairies—how it surpassed unbounded optimism—and yet how naturally it seemed to come to pass.

One year a city of 10,000 seemed impossible. Next year that mark passed, they wondered vaguely whether 20,000 would be a too optimistic limit.

It was hardly thought, when the 20,000 was passed and the city was securing industries that Calgary was becoming the lodestone for the head offices of leading institutions in the West, and had passed the 50,000 mark. A one hundred thousand club was formed, but with the shade of doubt in the offing, yet today the 100,000 mark is in sight. Was it any wonder that the accompaniment to this phenomenal growth was the increase in realty values.

Pioneers are able to recite many stories of property that was sacrificed for taxes and which eventually made fortunes for the ultimate owners.

Every lot, plot or parcel in the centre of the city has a history, while outside properties have amassed seas of money for their owners.

At one time all property from the Robin Hood Mills to the old Burns Block was sacrificed for taxes or reverted to the original owners, the Canadian Pacific Townsite Company. Upon that property scores of blocks are now located including the Cockshutt Plow Company, the Great West Saddlery Company and a large number of wholesale nouses. All



Palatial C.P.R. Hotel Palliser, Calgary

these lots were sold 15 years ago by the Townsite Company for \$100 each and as a special inducement buyers were given four years in which to pay for them. This property is now assessed at an average of about \$12,000 per lot.

The north west corner of Second Street and Seventh Avenue now held by the Ross Estate was originally purchased for \$250 a lot by the foreman of the Frontier Stables who wanted to build a home near his work. He put up the house, worth \$1,750. In 1907 he sold it for \$10,000, receiving \$500 on an agreement for sale. In the stringency that ensued it reverted to his hands however, but 18 months later he resold it for \$10,000. Since then the growth of the town in that direction has caused it to soar to \$70,000.

Senator J. A. Lougheed has benefitted to the extent of several million dollars by the increase in the values of Calgary's property.

Twelve years ago he bought about 30 lots from the Townsite Company at \$200 to \$300 per lot, which are now worth \$20,000 to \$30,000 each. Some he sold, but a large number he still holds.

The corner where the W. R. Brock wholesale warehouse now stands was purchased by R. C. Thomas 14 years ago for \$2,000. At that time a house was standing on the property. Six years later Mr. Thomas disposed of it for \$15,000 and today the property is worth three times that sum.

Fourteen years ago a farmer walked into the office of R. C. Thomas and appealed to him to take two lots on Eighth Avenue between Fifth and Sixth Streets west for \$175. The following morning he asked him as a favor to take four lots more near Mewata Park at \$25 each as he needed the money, which made \$275 for six lots. Borrowing the money from the bank Mr. Thomas plunged and today these lots are worth from \$50,000 to \$60,000.

Lots on Twelfth Avenue and Tenth Street West were purchased for \$10 each 15 years ago while today they are assessed at \$2,000 each

The late Judge Travis bought property in the west end of Calgary confident that the west would be the sought after residential quarter. Time proved his judgment correct. Giving his own prices anywhere from \$10 to \$50 per lot today these lots are valued at \$1,000 to \$5,000 per lot.

The property where the Cadogan block now stands at Eighth Avenue and Second Street West and which is conservatively estimated to be worth \$100,000 was purchased by the present owner Robert Cadogan Thomas, for \$1,500, one-third cash being demanded, and the balance in four quarterly instalments, interest at seven per cent-

The Ranchmen's Club property which was recently sold for \$100,000 was purchased at what was then believed to be the extravagant price of \$250 per lot. It was sold by the ori-

Dollars Grow on Lots in Business District of Industrial Centre of Province



ginal holder at \$35,000 several years ago, but in the last few years it increased in value amazingly.

Dr. T. H. Blow bought two lots near First Street West and Seventh Avenue for \$200 after they had reverted to the Townsite Company on account of the inability of the original purchaser to make payments on them. The property is now worth \$75,000.

Dr. Lafferty, his neighbor on the adjoining property at the corner where he resided on the site of the magnificent building of the Calgary Furniture Company also realized a huge sum out of the sale of this corner.

The overnight increases when all a man had to do was to buy after dinner, and sell before breakfast to realize a fortune occurred during the last four or five years, when the world began to appreciate that Calgary was a growing centre, and that nothing could hinder its ultimate end as a city of size.

In the sensational increases, probably the case of L. P. Strong shines out prominently. The day before it was announced that the Grand Trunk Pacific would definitely use the R.N.W.M.P. barracks ground as a site for their station, he took an option upon the corner of Ninth and Eighth for \$19,000, placing down in cash the sum of \$25. Almost the next day he disposed of it for \$60,000.

The Catholic church only four years ago paid \$4,500 for property which the Canadian Northern Railway purchased for station purposes for \$65,000. First Street West has advanced at record pace during the last few years with the construction of the Pryce Jones department store and the advent of the Canadian Northern Railway. In one short year the site of the Calgary Furniture Company store at Seventh Avenue and First Street West advanced from \$80,000 to \$160,000.

David McDougall paid \$18,000 for the Union Bank building site, which is now worth \$3,500 to \$4,000 per foot.

Clifford Reilly only a few years ago paid a \$100,000 for the Palace Hotel, Ninth Avenue and Centre Street and it is now valued at double that figure.

The Royal Bank paid \$400,000 for property which the Hudson's Bay Company bought from the original Townsite Company for about \$3,000.

Every piece of property in central Calgary has made money for someone, and in some cases it has enriched many. Lots on the outside have made phenomenal advances, and some three miles out have been sold as high as \$150 and \$200 per lot, which were originally purchased as farm lands at less than \$1.00 per

In face of an unsatisfactory money market, central values have been steadily rising and Calgary's inside property is appreciated to be as solid an investment as Consols only infinitely more productive.



A WORKING MAN'S DISTRICT THAT GREW UP SHAPELY IN A NIGHT ALMOST.

THE CITY PLANING MILLS

Modern Calgary Plant, Headed by Richards Brothers Company, which is Supplying Hundreds of Builders throughout Alberta and the Canadian West with Materials.

HEN Sir Gilbert Parker, British parlia-mentarian and author, said of Canada's West: "This is a country of young men. They are making good and occupying positions of prominence. They have the stability and perception of men of mature age, combined with the energy and ambition of youth," he knew whereof he spoke, and his statements have not been tainted with a spirit of laudatory motives for personal gain. When Sir Gilbert expressed the opinion that the young man of the West was the coming successful commercial leader, he struck the

Elimination of the young man in Canada today means the wiping out of the good things for the municipality and the Dominion that have been accomplished by these commercial warriors, who have not been afraid to enter every business battle, roll up their sleeves and fight for the community of which they are a part. Compliments lauding the ability of these strong men of virile natures have not been the ends for which they have been striv-Success of the city and the garnering of the few dollars necessary to place them among the community's leaders has been a lowly motive. It has been the eternal determination to "make good," to demonstrate to fathers and mothers and their comrades that the inherent power of business perception, the ability to combat obstacles and over-come every difficulty that has urged them on.

When Calgary business men of merit and solidity think of the success accomplished by the Richards brothers in their sawmill and planing mill enterprises and the resources they have placed within the very lap of the city, the thought brings a feel-ing of municipal pride and a jubilant "hurrah" for the moving spirits responsible for these achieve-

When the Richards brothers selected Calgary for their home city only a few years ago, James Richards, the vice-president of the concern, reaching the city 10 years ago, they were handicapped in their work by the lack of facilities with which to carry on their lumbering business. Undaunted, they improblems about the solve the problems they immediately set about to solve the problems, and a short time later established the large Richards Brothers sawmill at Morley, Alberta, where part of the lumber used at the City Planing Mill of Calgary is sawed and partially dressed for the trade.

Timber limits have been secured by the Richards brothers, they have associated with them men



PLANT OF THE CITY PLANING MILLS

of experience and men of unusual financial stability and foresight, and today the company has grown to such proportions that the string of individual enterprises headed by the Richards brothers are known by individual names, the personal concerns of the company being operated under the name of Richards Brothers and Company, Limited. Four years ago the company was incorporated, with Mr. George S. Wayman as president; William J. Richards as secretary and treasurer, and James Richards at vice-president. Mr. Wayman now has charge of the City Planing Mills.

Contractors and builders of Calgary have unanimously voiced their blessings on the Richards brothers for the establishment of the City Planing Mills at 1708 Ninth avenue west, where the increasing work demands the employment of about 50 men of experience. Whether it be a window frame, a piece of moulding, a stick of planed lumber or a carload of any of these building materials, the City Planing Mills is capable of furnishing it. Hardwoods of the finest quality are imported to Calgary from the east, west, the Orient and from abroad to satisfy the demands of the discriminating

Because of this increasing demand for the finet articles of manufacture, the mill was moved from Second avenue and Fifth street west to its present location, where modern buildings now house one of the most complete mills in the province.

When it is considered that nearly \$100,000 has been invested in machinery and buildings alone, and that the stock carried is valued at half that much more, the critic may gain a small idea of what the City Planing Mill and the Richards brothers have done for Calgary.

H. B. McDONALD



Managers of Estates, Investment and Rental Agents, Who Have Won Prominence in Calgary.

OUNG men of mental wholesomeness, young men of commercial capability, whose actions portrayed the "punch" demanded by western mercantile leaders, and men whose business foresight at once branded them as certain future leaders of the community, have graduated from firms with which they became identified in early years of their western experience, and now compose the community's progressive ele-

Old established firms in a city whose progress has been as rapid as that of Calgary have demanded young men at the heads of many departments, where the vigor of youth was necessary to bring the business and satisfy the exacting customer. Conservatism and solid business sense displayed by the heads of these established corporations, whose dealings have been spread over tens of years. whose dealings have been spread over tens of years, has been assimilated by the men in their employ, and because of the ability to grasp the presented opportunity many of these younger men have left the mother firm and established themselves in sim-ilar lines, which have proven financially lucrative.

When the Geddes-Sheffield company was enjoyreatest business in Calgary, the life of the concern was provided by young men, the halting hand of conservatism and the soothing advise of experience being dealt out to the over-ambitious employees by Mr. Geddes and Mr. Sheffield, both of whom having now retired from active business life. Heads of the firm were pioneers in Calgary and Southern Alberta, and with that knowledge of

conditions in the district they entered business. Men educated under them to the prevailing conditions in business lines are today listed among Calgary's capable commercial captains. Not only has Calgary claimed many of these younger men, but their influence has spread through the entire prov-

Prominent among these young men brought up under careful commercial guidance, who are now succeeding in their individual lines, are H. B. McDonald and John F. Buckley, who, on January 1, 1913, formed the McDonald-Buckley company, the firm later being known as the H. B. McDonald company, are doing a large insurance and investment business at Suite 215, Beveridge Building.

Four years ago Mr. McDonald landed in Calgary after a long trip from his home town at Picton, Nova Scotia. A short time after reaching this land of varied opportunities he entered the employ of the Geddes-Sheffield Company as an accountant. He remained in the employ of the old firm for more than three years, when the partnership was dis-

solved.
Mr. Buckley, Mr. McDonald's former partner, an enthusiastic, energetic salesman in insurance lines, listened to the call of the western hemisphere two years ago, the call from across the seas beckoning him to the Canadian West.

During the short time the firm has been organized no especial real estate subdivision has been handled and advertised, the realty transactions of the company being confined to inside property and estate placed in their care.

Fire insurance has come to be one of the largest departments of the business of McDonald and Buckley. No solicitors are employed to lure patrons to invest in insurance. The reputations for fair and square dealing won by the young men while in the employ of the older firms has been sufficient to attract patronage to them.

Hundreds of buildings in Calgary are protected from loss by devastation of fire and the elements by insurance policies written by Mr. McDonald. These policies are carried in the most substantial associations of Canada, and never yet has a loss been sustained where the property was protected by the companies carried by Mr. McDonald where the purchaser of the policy has not received the face value, and has not been dealt with expediently and courteously. Increase of the business of Mr. Mc-Donald during the last year has demanded the addition of several clerks and stenographers to the office force. These employees are kept busy at all times caring for the growing business of the firm.

The H. B. McDonald company is the agent for the Caledonia Fire Insurance company and the accident branch of the Norwich Union Fire Insurance company. These two big companies are made the leaders by the H. B. McDonald company.

Success achieved by such men as H. B. McDonal and his associates has caused Calgary's commercial barometer to indicate to scores of intending settlers the possibilities of youth and vigor well applied in Western Canada. Of these men Calgary is proud.

ALGARY has many things of which to boast and to which the citizens of the metropolis point with pride, not alone for their presence in the limits of the city, but for the magnitude and completeness with which they have become an integral part of the civic structure. The building of a great city has called for the activities of the biggest brains and the best judgment of the day, and in this respect the city has been blessed with more than its share of each. Commercial concerns of magnitude have displayed their implicit confidence in the future of the city by spending thousands of dollars in establishing branches here. These branches have assumed the magnitude and importance of individual institutions and have attained an important position in the commercial and financial life of Calgary and Southern Alberta.

Two years ago there came to Calgary three men interested in several fruit establishments in Western Canada-W. K. Nash, of Minneapolis, H. C. Stockton, of Edmonton, and M. D. Owen, respectively president, treasurer and secretary of the Acme Fruit Company of Calgary—at once seized upon the opportunity presented for the establishment



Enterprising Produce Company Which
Has Built Up a Lucrative Business in
Calgary and Played an Important Part in the Development of the City and Surrounding Territory.

of a modern wholesale fruit concern which would be capable of answering the most discriminating demands of an exact-They immediately set to ing people. work and in July, 1911, the doors of the Acme Fruit Company were opened in Calgary for business. From the small beginning the business has reached such dimensions that the working staff now numbers 20 men and the warehouses occupied cover nearly 7,000 square feet of floor space, all of which it utilizes to house the stock of fruits and produce.

Because of the great buying powers of the companies with which the Acme Fruit Company is affiliated, the mer-chant who depends upon this progressive concern to supply him with the fruits, vegetables, confectionery and cigars for the retail trade, is enabled to get better prices than if buying from a company of smaller dimensions and importance.

Strict adherence to sound business principles has resulted in the success of the company in Calgary under the efficient management of M. D. Owen, who has been at the head of the local establishment since its organization, two years ago. Travelling salesmen are kept busy supplying the needs of smaller merchants in adjoining towns, and the superiority of products handled and shipped by the Acme Fruit Company has resulted in winning a clientele of satisfied customers, second to none in the

Early adoption of the square deal policy and uprightness and honesty in dealing with every patron have been foundation stones of the success of this concern. Because of the strategic location of Calgary as a distributing centre, the Acme Fruit Company is able to make quick shipments of fresh fruits and vegetables to many points in the province. In the spacious quarters at 510 Ninth Avenue West, facilities are maintained for handling large quantities of domestic and tropical fruits. Every

season sees the company's requisitions out for the best on the market, and these calls reach all the way from the nearest home market to the tropics, whence come the bananas, dates, figs, pineapple and other fruits. Under methods of the Acme Fruit Company the public is kept supplied with the rarest as well as the staple fruits and vegetables, and ample storage facilities at the warehouse enable the company to keep on hand a large supply to supply local dealers and for shipment to outside points. With ample delivery facilities, shipments are put under way in the shortest possible time, and careful packing by experts insures against decay en route and the delivery of consignments fresh and sound and wholesome as when they left the orchard.

The Acme Fruit Company has become one of the leading commercial institutions of the city and its service to the retail dealer has been the subject of laudatory comment from scores of patrons in the province. Heads of the institution are men who take intense interest in civic affairs and commercial development of the city and have been willing at all times to aid for a better

ONE HUNDRED AND FORTY-FIVE



The Red Men of Canada's West Yesterday and To-day



The accompanying article is written by Dr. John McDougall than whom there is no greater authority on the Indians in the Northwest, living today. Mr. McDougall came to the Canadian Northwest in 1860 as a Mehodist missionary, after being virtually brought up among the Indians of Georgian Bay. He knows them well, could speak the language fluently, and was regarded by the Indians in the early days as "White Chief." For many years he led an active and eventful life among the Indians around Calgary, and his word is auch ority in an Indian controversy.

(By Dr. JOHN McDOUGALL)



The Indian of today is rapidly adapting himself to modern conditions, and the remarkable thing is that it has only taken 30 years in accomplishment. Where some nations have taken generations, and in some cases, hundreds of vears to advance through transitions from darkness to light, from savagery to civilization, the Indians have assimilated modern customs, modes and diets in

a remarkably short space of time. In spite of bad examples set them by some white people, they are steadily being imbued with the true spirit of the Christian religion, they are steadily becoming accustomed to the drastic change of diet prescribed with the extinction of the buffalo, and the hampering of their liberties co-incidental with the development of the land, and the creation of limited reserves circumscribing their former freedom.

Canadians have been expecting too much of the Indian. They have expected him to cast off customs and habits of centuries in a moment. No nation has ever done this. No nation can do it.

The aboriginals who frequented that portion of Alberta between the Athabasca river, and the Forty-ninth parallel consisted of Wood and Plain Crees and Wood and Mountain Stonies, and Blackfeet and Bloods, and Piegans and Sarcees. These people spoke four distinct languages and several dialects, off-shoots from these parent languages.

Into this area of the Northwest there came at times, for war or in search of food, the Kootanie and Flat Head Indians from across the mountains and, from the south, the Southern Blackfeet and Piegans, and occasionally the Crows and Nez Perces. Up to the late autumn of 1874 tribal war was continuous and had been the condition for generations.

When the horse came upon the scene, gradually working his way north from Central America, he stimulated the predatory instinct, and became the cause of more frequent war expeditions. The Spring and Fall were the choice seasons for these raids on the enemies' camps and stock, though any time served the purpose of the more energetic warrior.

The weapons before the white man came were flint-shod arows and a war club. After the white man came, iron and steel shod arrows and flint lock guns, though the latter were not common especially among the tribes of the plains. These Indians not being real fur hunters, were not given flint locks to the extent that the wood and mountain indians

To the people I am describing, buffalo meat meant in lodge and home equipment "Life." All other game and fowl were merely incidental. During the Autumn and Winter most of the buffalo were killed in "pounds" or strong corrals. Then in summer they were run on the plains by using the fleetest and best trained horses and killed with bow and arrow.

Only when in very large camps was there a game or hunting law in vogue. Then this law was very strict and violation was punished severely. At all other times every hunter was a law unto himself. He went and came as he

As to domestic life these people were both monogomous and polygamous. This was altogether optional with both men and women. There were no marriage customs or rights. Quietly and without any fuss men and women went together and became man and wife. Sometimes this was arranged by their friends and again it was the parties mutual choice and arrangement. Monogamy was more common among the mountain and wood Indians and on ONE HUNDRED AND FORTY SIX

the other hand polygamy was frequent among the plains people. War decimated the male population of the plains tribes more than that of the mountain and wood people. The remarkable quiet and concord of a family of from two to ten women and one man living together in a big buffalo skin lodge was the regular condition and anywhere to be met with among these people 30, 40 or 50 years ago and doubtless for many ages previously.

These people were to a man most religious and intensely reverent. "The Great Good Spirit" and the "Evil Spirit" were taken by them as a matter of course. No one doubted. Creation and providence and humanity were direct evidence of God the "Great Father." The ills and curses to which life incidentally is subject were also sufficient evidence of the existence of the Evil Spirit. Once every season they held a general religious festival. Among the Crees and Stonies this was the "All-night Thirst Dance" and among the southern plain tribes this was termed the "Sun Dance." These religious dances generally lasted two nights and three days and were seasons of humiliation and self sacrifice.

All the rest of the time each Indian followed the teaching of his own "dream," this becoming to him his creed or doctrine of life. In all matters concerning religion the Indian never interfered with his fellow nor was there ever an attempt to convert or proselytize any case. In education (within his environment) the Indian was perhaps the best educated of most men. All spoke perfect grammar. The little child and the old grandmother never made a mistake in the use of the language. Most of these natural people were wonderfully alert; their mentality was quick. The virtue of perception was theirs in large measure and their powers of observation were more than ordinary. Many of them were most eloquent, and their illustrations and figures of speech were at times very fine. They were possessed of great memories. Being without a written language nature had made up for this by developing a wonderful and accurate memory.

They were the most hospitable of all men the writer has any knowledge of. The best they had was at the service of the traveller or transient guest. Moreover, the spirit of consideration for others was a strong characteristic of these Nomads. They felt that it was most improper to ever allude to a physical defect or infirmity of any kind to which any-one might be subject. Their sense of modesty was great-there were never any indecent dances among these people.

Among these Indians were some of the very best scouts the experience of man ever produced. The training of centuries made every one good in this particular but in every tribe or camp there were those who were at the top and who seemed to the others to become almost supernatural in their ability to scout.

The life of the Indian in this region up to 1870 was, from their perspective, an ideal one The whole land was before them mountain and foothill and forest and plain. If strong enough, if brave enough, they could go anywhere and camp anywhere. They had the "great herds. They had the numerous wild animals of the forest and mountains. They had the abundant native fruits. The whole land was beautiful in its geography and most artistic in its topography. Its climate was strong and healthful and full of change and surcharged with ozone of bracing and stimulative quality. These Indians being without the commercialism and materialism and politics and sectarianism and bigotry of so-called civilizations, had none of the worries consequent therefrom.

In 1869 and 1870 a change came. A new type of white man arrived. He brought in alcohol and chemicals. He brought in improved arms and "fixed" ammunition. He brought in unbridled license to do anything his base passions might inspire him to do. He came from an atmosphere which expressed itself in the text "The only good Indian is a dead Indian" and for four years the country from the Red Deer River to the boundary line was the scene of bloodshed and lawlessness. White men killed one another and united in killing the Indians. What the "Henry Rifle" did not do the "40-rod" deadly poisonous whiskey did with a vengeance.

Then the Canadian Government, having been appealed to, organized the Mounted Police in 1873, who in the summer of 1874 marched across the plains to Fort Pelly in Saskatchewan and Fort Edmonton and the "Whoop-up" country in Alberta. A small company of

police (about 300) was scattered over a thousand square miles of territory. However, such had been the influence and teaching of the few loyal and patriotic white men in this country at that time, the Indian population received the police as representing the British Government "which would do them fair" and at once became law-abiding, and in a most marvelous manner settled down to desist from tribal war and all manner of crime.

The Hudson's Bay Company had, of their own volition, stopped the importation of any intoxicants in their trade in the interior in the early sixties and now the coming of the Mounted Police made this whole western region a prohibition country which condition was a strong factor in making the native population peaceful and calm, and patient, under the new regime. During 1876 and 1877 treaties numbers six and seven were consummated which covered this country from the Athabasca river to the forty-ninth parallel. During 1879 and 1880 the Indian Deparmtnet of the Canadian Government began its work in this western portion. Reserves as per treaty were surveyed and the Indian began to learn the "new life." He came from a nomad to a permanent resident, from being a dweller in the open in the most sanitary buffalo skin lodge to living in a mud-roofed and hermetically sealed and unlighted shanty or crude house; from a single clean diet to a complex one which was altogether new to him and his people; from the sublime freedom of individual life to the petty restrictions of a government official who too often was a "misfit" or an "unfit" having neither character nor ability, nor yet common humanitarian ideals to influence him in his conduct towards these absolutely new people in this life. He was sent to teach them. On the other hand it often happened in those early years that this "teacher" was a coarse, blasphemous, sensual, intemperate person and took delight in his selfish despotisms.

There were some fine exceptions in the service of the Indian Department but during the first years these were few and the Indian was most terribly disillusioned as to the character and lives of Government officials.

Then there came in the application of that strange anomaly in a democratic country entitled "The Indian Act," which was not mentioned when treaties were made, which was not dreamed of by the Indian when signing those treaties but which has grown up insiduously as the creation of the small ideals of some men who while demanding full liberty for themselves devise ways and means of robbing their fellowmen of the most and best of their God-given franchise. It is to be hoped that in the near future this attempt at "special legislation" will either be done away with or else very much modified.

Thirty and more years have come since this radical change came to these Indians. The old life and this new life are so very far apart and for what has been accomplished in 30 years in the transforming of a people most nations have required 2,000 to 3,000 years wherein to adapt themselves to new conditions, but here we have the imperative demand of the Indian Department and the over-zealous and thoughtless missionary to these people to flop over immediately. How inconsistent with all human experience! And yet and notwithstanding that in this short time the Indian had his stomach upset, his manner of living made most insanitary and his franchise taken from him and his whole life made uncomfortable by petty limitations, his manhood degraded. and in many cases his children taken from him, and he and his people made to live at many times in subjection to men whose life and conduct was a continuous insult, nevertheless the Indian has borne all this, come through all this, and still survives and is in this country today the most wonderful example of adaptability we have any knowledge of in human history. Often tempted to rebel, often made to feel the sting of insults of thoughtless, careless, despotic officials often made to bear the brunt of misunderstanding for which the Indian was not to blame, he has practiced forbearance and upheld the law and hoped for a better day and I am glad to say it is coming. The Department employees are far better, the Indian has begun to see that he can learn the new method of maintainence and that there is very little in our civilization that he cannot himself in due time attain unto, and thus in his life there has come a bright glimpse of hope in the future.

Perhaps again there may come a day when,

like his fathers, he will be free.

Great Western Machine Works

Pioneer Machinists, Boiler Makers, Blacksmiths and Automobile Repairers, Who Have Been Leaders In Their Lines and Are Prominent Factors in the Betterment of Calgary.

AN'S ADVANCEMENT is often governed by the tools and equipment at hand, whether mental, physical or mechanical, Enlargement and progress of commercial institutions may be well said to be aided or hampered by the

absence or presence of this necessary supply of equipment. From small beginnings, men and institutions fitted with the proper kind of push and energy have created establishments of commercial magnitude in the growing communities chosen for their future endeavor. Calgary has been fortunate in listing among its leading citizens the class of toilers who have not feared to roll up their sleeves, gird up their loins for the commercial battles of the day, and place their shoulders to the wheel of progress to aid in the development of the city and at the same time increase the dimensions and business of the institutions with which they have been identified. Calgary has been made the leading industrial center of the province through the activities of these men of solid business stability and concentrated commercial vim and vigor, and to them citizens of this metropolis owe a debt of gratitude.

In this class of men may well be listed A. P. Driscoll and D. M. Cameron, proprietors of the Great Western Machine Works, one of the most progressive and modern establishments of its kind in Alberta, Ever alert to answer the most exacting demands of the machine owner, these men have laid the foundation for a business which has become a valuable asset to Calgary, and which is fast advancing to that stage where it will become indispensable to farmer and city resident alike.

During the years the Great Western Machine Works has been operating in its spacious quarters at Ninth Avenue and Fifth Street West, business has constantly increased, until frequent additions and extensions of the plant have been required. The large force of men has been added to regularly to give the public the best possible service in the shortest possible time.

Manufacturing industries are the backbone of any community, both because they provide payrolls and because they place wares within the reach of the consumer at the smallest cost. But with the manufacturing establishment the blacksmith, boiler-maker and machinist goes hand in hand, and a separation of these forces would prove fatal to both and mean a crisis to the community. The history of the Great Western Machine Works, Calgary's great assistant to the larger industries, gives a comprehensive idea of what pluck, energy and busi-

ness training will do, and how important a small beginning may become when conditions so shape themselves that large volumes of wares are de-manded by the thriving populace. Where once the ring of an anvil and small quarters comprised the ensemble, today huge machines shape and rivet and turn out building materials, structural iron, castings, machine parts, and other iron and steel articles so necessary to the factory and building.

At the time of the organization of the Great Western Machine Works a few years ago, Calgary was drawing heavily for supplies in distant markets, and building operations and the working of factories were often delayed because of a lack of facilities and adjustments or repairs. Special equipment had to be ordered and awaited according to the conveni-ence of Eastern houses. The Great Western shops have eliminated this delay, and today when a complicated machine, no matter how far distant from the city, break downs, a word to this concern starts one of their expert mechanics on his way to alleviate the trouble.

Heavy ore machinery, steam and gas tractors, boilers and automobiles are being daily entrusted to the expert workmen employed at this progressive establishment for repairs or refitting. Machine work and repairs from the most simple to the com-Machine plicated are turned out in a steady stream. In connection with the machine shop, a garage is operated, where efficient mechanics devote their entire time and attention to the rapid and expert repairing of defects in the scores of automobiles taken to the

Strict adherence to sound business principles and the inculcation of the square deal policy into the minds of all of their many employees, has been the secret of the success of this company, and today their workmanship stands above that of competitors, and their aid and advice is being constantly sought and followed by a large clientele of customers. Heads of the company have been active in the development of the city through their efficient work, their products proving one of the convincing advertisements of the city's worth.



PLANT OF GREAT WESTERN MACHINERY SHOPS

Land Company, Headed by Enterprising, Progressive Young Men, Which in Four Years Has Been Instrumental in Locating Scores of Farmers on Fertile Tracts Which are Now Being Tilled, Adding to the Growth and Prosperity of Calgary.

HE day of the farmer is dawning in Alberta, men who have been investing their savings in city properties of speculative value are realizing the solid worth of the till-able tract, and are transferring their holdings in the settlements for the agricultural districts, while financiers are opening their purses for the improvement of these ranches and the betterment of the condition of the actual settler who has braved

privation that his tract might reach a high state of

cultivation. Importance of the activity of the farmer and the production of grain to the advancement of the city to which the ranch is tributary is daily becoming burned into the minds of bankers, business men and leaders in all lines of trade, the situation having reached such a climax that attention of these financiers is being directed to the farm rather than the city lot. "Improve the farm and the city will take care of itself," is the slogan followed by these

progressive citizens.

In the heads of the M-A-T Realty company, room Lineham block, Calgary possesses men of foresight and business acumen, whose activities during the last several years have been directed to the interesting soil tillers in other climes in the fer-tility of the ground in Alberta. Their ambitions for the improvement of every available acre are rapidly being realized, their own endeavors resulting in the location of scores of farmers on desirable tracts ranging in size from 80 acres to several sec

When Mr. A. G. Malm, Mr. A. J. Attridge and Z. S. Banks organized the company in which they are partners two years ago, and entered the real estate field in Calgary with the determination necessary to the success of the large Institution, they provided the prospective settler with the opportunity awaited for the selection of a home site or for the transfer of his city property or other holdings in exchange for the ranch of his desire.

Realizing the trend toward the farm and appreciating the importance of the "back to the soil" movement, Mr. Malm, Mr. Attridge and Mr. Z. S. Banks are now confining the greater part of their attention to the land trading department, little cash being required by either party to the transaction in the deal, city property or garden tracts in many instances being exchanged for wheat and fruit lands in the vicinity of Calgary. It has been but a short time ago since Mr. Malm, acting for the company, concluded a deal involving \$60,000, where city property was taken in exchange for a large farm near Calgary. This farm is now to be brought to a high state of cultivation by the new owner, Calgary benefitting directly from the improvement.

It is the consummation of such deals as this that has placed the name of the M-A-T Realty Company on the scroll of successful business institutions of

Calgary and the province.

When the doubter considers the fact that ten sections of valuable land has passed through the office of Malm and Attridge within less than 60 days in exchange for other properties, the magnitude of the scope of this concern may be partially gauged. Clients of the company are located in all parts of the Canadian West and in the United States, complete confidence in the ability of Mr. Malm and Mr. Attridge to place their funds and handle their properties having been attained through their sound business dealings.

These young men have entered a field of keen competition, and after devoting four years to the real estate business, have forged their way to the front through sheer force of character and application of commercial principles which underly every thriv-ing institution of Calgary

Aside from the farm lands and city property

they are handling lots and tracts in the Fort George townsite, many Calgary people having invested in this property through the work of the M-A-T Company. Much of their time is taken up with the management and transfer of properties owned by the company in Calgary and the surrounding district.

Calgary is justly boastful of the citizenship of A. G. Malm, A. J. Attridge and Z. S. Banks.

Popular Ninth Avenue Eating Place, Headed by An Experienced Restaurant Man, Which Has a Dainty Dining Room Capable of Comfortably Seating 100 Guests

EN who have made modern civilization in the Canadian West and have brought about the transition of Calgary from a small town to the metropolitan center of the province, admire the enthusiastic business man who takes hold of a problem with both hands, injects his commercial knowledge into the management of that business, and from a small beginning increases it to one of the thriving con-

cerns of the city. All the world lends aid and doffs its hat to the sturdy man of business ability, who rolls up his sleeves and puts his shoulder to the wheel to win. Of this type is Rulph Krebs, proprietor of the Alberta Cafe, 232 Ninth avenue east, who, through constant attention to his business and earnest endeavor to supply the exacting public with the best on the market at the most reasonable prices, has made a remarkable success of the restaurant.

Cities of the growing importance of Calgary de mand the activity of young men in the commercial affairs. Pioneers who laid the foundations for the development of the community are rapidly passdevelopment of the community are tapinly passing, and their burdens are being placed on the shoulders of the more physically alert, who are gradually taking their places. Because of the willingness of Mr. Krebs to shoulder his share of the burdens and to go even farther and aid the less able business man in the march toward progress, he has attained an enviable position among the conservative builders of Calgary.

When Mr. Krebs came to Calgary a few years ago after engaging in the restaurant business at Winnipeg, he came with a determination to win success through the use of upright business methods and giving value for value to every patron. The early adoption of this policy has meant the realization of his ambitions.

Today Mr. Krebs has a comfortable, sanitary dining room at 232 Ninth avenue, which is one of the popular eating houses of Calgary. The stranger who stands but a moment in front of the Alberta cafe at any hour of the day or night is brought to wonder what attracts the throng of men and women to the Alberta. Just a casual visit to the cosy dining room and a short chat with the proprietor explains whatever mystery remains in the mind of the skeptic.

Although personality of the proprietor and every employee plays a large part in the success of the Alberta, the manner in which every guest is served and the tasty viands set before him cause the guest to determine to return and make the Alberta Cafe his regular dining place. The dining room, arranged

with a neat horseshoe lunch counter for the convenience of the business man forced to eat his luncheon or dinner in a few moments and with private tables, arrayed in immaculate linen and shining silverware, for ladies and children, has a seating capacity of about 100. The doors of the cafe are open day and night, and because of its advantageous location on Ninth avenue, near the C. P. R. station, it has become the favored restaurant patronized by travelers.

Practical experience gained by Mr. Krebs during the years he has been active in the restaurant business has served him well in the management of the Alberta cafe, only the better class of employees being listed among the 40 on his payroll, and only the choicest and most select dishes being placed before the patrons.

Little more than two years ago Mr. Krebs took charge of the Balmoral cafe on Second street east, and an idea of the popularity of the cafe gained through superior service, may be gained by a casual comparison of the business a year ago and today. Mr. Krebs has not allowed his business cares to interfere with his interest in municipal and civic affairs, and has been always found willing and anxious to aid and indorse better Calgary movements of merit.

ONE HUNDRED AND FORY-SEVEN

Calgary Fire Department

Efficiency of Motor Fire Department Trims
Insurance Rates and Insures Perfect
Protection Against Flames

HAT Calgary's fire protection is upto-date is evinced in the fact that
Calgary has practically the lowest
fire insurance rate of any town in
Canada; that its equipment is further advanced towards complete motorization than any
other city in the Dominion; that in 1912 it had
the lowest fire loss of any city on the North
American continent, and that in 1913 it took
fifth place in losses in a list of hundreds of
towns and cities.

Thanks to a keen appreciation of Chief James Smart, who has had the organization of the force in hand since Calgary was a cowtown, of all progressive measures for fire fighting, the city has kept constantly in the front rank, assimilating all improvements and leading the way in Canada in motorization.

Among other things which Calgary can boast above other cities is the building of its own apparatus at home, the mechanics among the fire fighters constructing chemical and hose wagons during spare hours, saving the city between \$2,000 and \$3,000 on each auto-



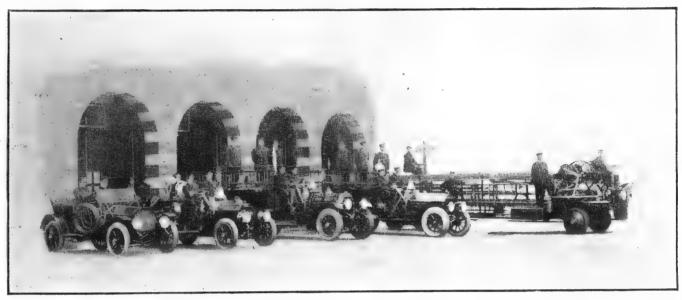
Calgary's Capable Fire Chief Smart

mobile. The first was turned out early this year and has proved such a huge success that the brigade has now embarked upon the construction of a combination chemical and emergency automobile truck which will carry all appliances for rendering first aid, as well as a competent squad of first aid men. This is the first of its kind to be introduced into Canada.

A few years ago but a negligible corps with a few horses, it has grown with the city until today it has enrolled more than ninety men and officers, it has a central fire station the last word in modernity, and it has eight substations, well built and wisely located.

Motor apparatus is rapidly pushing out the horses, until there are now only twenty-two horses left. The ambition of Chief Smart is to completely motorize the system.

Backing this efficient force are also some of the most stringent bylaws affecting building and wiring on the American continent, with two water systems, a gravity and direct pressure, which ensures effective protection at all times



A DISPLAY OF MOTOR APPARATUS AT CENTRAL FIRE HALL

HIS commercial centre has been fortunate in being the home of the only silver plating factory between Winnipeg and the coast, and is doubly fortunate in claming the ability and citizenship of the man who heads that concern, Mr. Joseph Fluke, who for 30 years has been identified with the silver plating and electroplating industry in Toronto and abroad.

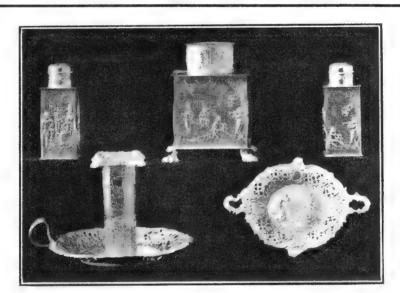
Mr. Fluke grasped the opportunity presented by the growth of Calgary and established his factory two years ago at 730 Second Avenue West, and be constantly adding equipment now has one of the most modern cencerns on the kind in the Dominion.

Magnitude of this concern cannot be surmised or even guessed at without a v sit to the plant and an explanation of the thoroughness of the complicated processes by Mr. Fluke or one of his able assistants. Plates of solid silver to be used in the vats of chemicals where the hundreds of articles to be treated are suspended, are imported by this company. Copper and nickle bars used in the plating processes are of solid material and are shipped to Calgary from the far East.

Nickle plated fixtures in the new Burns market at Eighth Avenue and Second Street East were plated by this

Calgary Silver Plating Works

Only Factory Between Winnipeg and the Pacific Coast Capable of Turning Out Silver, Copper and Nickle Plating —Headed by Joseph Fluke and Son, 30 Years in the Work.



Silver Plated Articles Designed, Manufactured and Plated by Joseph Fluke of the Calgary Silver Plating Works.

factory, nearly \$1,000 worth of plating was done on store fixtures for the new Hudson's Bay store, every automobile garage in the city bears evidence of the work of Mr. Fluke in plated headlights and other motor equipment, polished brass and nickle decorations used by the Great West Saddlery Company and other harness manufacturers of Calgary are prepared here, while nickle and brass signs in all parts of the city are the handiwork of the Calgary Silver Plating Works.

Many Calgary homes are beautified by heirlooms, worn by wear of years, which have been plated and beautified by Mr. Fluke. One of the features of his work which promises to gain favor for the company and fame for Calgary is his construction of all manner of silver receptacles, jewel boxes, dinner dishes, silver trays, decanters and teapots, decorated with original designs and with some of the more ancient figures taken from primitive mugs and crude dishes purchased especially for the design.

Before coming to Calgary Mr. Fluke was active in labor circles in Toronto and was the founder of the Electroplaters' organization in that city. His work and the articles manufactured by his experts are his own best recommendation.

ALBERTA BOX CO., LIMIT

Factory in East Calgary Supplies the Growing Demand for Better Boxes and Provides Employment for Thirty Expert Workmen,

NDUSTRIES which provide a payroll and give employment to the men who make up an enterprising city are necessary to the development of that commercial centre. Without the smokestacks, without the hum of industry, and without the busy buzz of toiling hundreds of workers, the future of Calgary would be problematical. This city has come to be recognized as one of the largest industrial centres in the Canadian Southwest, has been more than fortunate in listing among its prominent industries a business of the importance of that of the Alberta Box Company, 1103 Twelfth Street East, which is capably presided over by C. J. Williams, an expert box manufacturer who for three years has guided the destinies of the company.

Five thousand boxes a day can be supplied the purchaser by the Alberta Box Factory, the expert work done and the splendid quality of the material used in the manufacture of the boxes making scores of converts to the cause of this concern.

Thirty expert mechanics and mill men are given employment constantly at the plant, turning out boxes and box shooks. These men have been connected with the plant in a great measure since its establishment and have chosen Calgary for their permanent home. Their families have been located in the city through the interest taken in their welfare by the management of the box factory.

Industries which have given employment to men with families and the heads of which take a personal interest in the welfare of the people dependent upon their employees, are the industries which aid more than others in the upbuilding of a city.

Seven years ago the factory was established on its present site. Improvements and alterations have been made since the original structure was erected, and today Calgary has one of the most modern plants of its kind in this portion of the Dominion. Three times since the building was eretced, the company has changed hands, Mr. Williams taking over the management of the concern three years

ago. Charles Knight, a prominent resident and public-spirited citizen of Calgary, is president of the company and is associated with Mr. Williams in shaping its destinies.

The entire building 100x40 feet, two storeys, is occupied by the company. The most modern of box machinery has been installed and is kept busy turning out the best in boxes to be shipped to all parts of the three southwestern provinces. Consumers in Alberta, Saskatchewan and British Columbia are calling daily for the Calgary boxes.

The quality of the boxes turned out by the Alberta factory has thoroughly advertised the factory.

Egg cases and fruit boxes of all sizes and dimensions are perhaps the heaviest output of the factory. These boxes are shipped to the fruit producing territory of Southern British Columbia and to all other portions of the provinces adjoining.

The popularity of the plant gained through the production of the best in boxes, has been instrumental in the upbuilding of the business.

Personal interest taken in the operation of this modern plant by Manager Williams has resulted in the creation of the best of sentiment among the employees. The magnetic personality of Mr. Williams combined with his expert knowledge of the business in which he is engaged has caused every one of his employees, no matter how menial, to gather around his standard and cooperate with him for the best interests of the institution.

Mr. Williams and Mr. Knight have at all times been anxious and willing to do anything within their power for the betterment of the City of Calgary and the Province of Alberta. They have been intensely interested in municipal, political and school developments, and both of these business men have at all times been on the side of the cause which provided the best good for the greatest number of people. Calgary is indeed fortunate in having men of their caliber fisted among her prominent business men, and in having an institution of the reputation of the Alberta Box Factory numbered among her leading industries.

Western Canada Oil Co., Limited

0.9

Calgary Company, Headed by Men of Financial and Commercial Repute Which Controls the Oil and Mineral Rights on 3,200 Acres of the Richest Oil Bearing Lands in the Black Diamond Oil District.

ISCOVERY of oil in commercial quantities and an extensive flow of natural gas in the territory tributary to Calgary has marked the opening of a new era for the city that is becoming the industrial centre of the Canadian West. Development of these fertile fields has necessitated the expenditure of large amounts of money, a great portion of which has been raised in other cities and in many cases in other lands. With this important discovery has come the customary impertinent and mercenary activity of the dollar hunter who ordinarily seeks to gain all available profits without giving anything in return in benefits.

The majority of the developers, however, have proven their merit through dealings with the actual patron and through refraining from the utilization of methods carrying the odium of illegitimate speculation. When the investor carefully sifts the records of the heads of the individual companies, their deeds for the community and the results of their financial activities it is seldom he misses the mark by dealing with the most substantial, those who stand the test. Prominent among the Calgary companies which have been subjected to this acid test and have emerged with colors flying is the Western Canada Oil Company, headed by men of such commercial merit as Captain Algernon B. Fielden, a broker of the city, John E. Eastwood, barrister at law in England whose English connections are extensive, and William Bufton of the Calgary Street Railway.

With an authorized capital of \$75.000, the directors being given the power to increase this amount when necessary, the Western Canada Oil Company will soon be watching the drilling operations on two sections owned by the company with the expectancy of starting other drills as soon as favorable indications are found in the wells started.

The company at this time owns five sections of oil lands immediately west of the discovery well and surrounding lands which have been selected by Cunningham Craig and other experts preparatory to starting extensive operations

The Western Canada Oil Company has perhaps the most roseate future of any company in the field because of the shrewd operations of the heads of the concern in accepting meritorious proposals from C. L. Hanson, oil expert, who is at the present time drilling on the north half of Section 19, Township 20, Range 3 under an agreement made with the

heads of the corporation. According to this agreement Mr. Hanson, who is one of the best known experts in the California and Pennsylvania oil fields, agrees to drill for oil on one half of each of the five sections owned by the company, a percentage of the oil struck to go to the company and the entire expense of drilling and of materials to be borne by Mr. Hanson. Machinery will be shipped to the scene from California where Mr. Hanson who is conversant with conditions, is now negotiating, and men experienced in the work will be brought to the fields from the south to rush the work. The moment favorable signs are struck in the Hanson wells on the Western Canada Oil Company property, operations will be started by the company on the adjoining property to the wells.

When it is considered by stockholders in the Western Canada Oil Company that Mr Hanson, who is superintending the drilling, has drilled 48 wells and out of this number 40 produced oil, his opinions of the underlying fortunes of the properties of the company are held in high esteem. Mr. Hanson was one of the discoverers of the Sunset run, one of the most famous oil districts in California and his record is well known to every oil man of prominence in the entire west and southwest.

The Western Canada Company is not attempting to accept money for stock from investors without fully apprising them of the nature of operations and giving them complete opportunities to peruse the books of the concern and delve into the intricate activities of the men who are preparing to do the great things in the oil district.

The prospectus of the company contains this frank clause: "The directors offer the shares for sale as a speculation and would point out that in the event of oil being struck in commercial quantities, the value would be increased out of all proportion to the price they are being offered today."

Officers of the company have increased their clientele and interested scores of the best citizens in Calgary in their holdings through their frankness of statements and through their desire to disclose the innermost workings of the directorate before selling stock to the purchaser. The purchase price of the land is the lowest of any oil company in the city, only \$0.25, some companies placing the figure at upwards of \$75 and for this reason the company is enabled to devote larger sums and greater energy to development. Offices of the company are located at 22 Mackie block.

Park Department Provides Beautiful Breathing Spots For The Metropolis.

Scenic Grandeur of Bow River Islands In Calgary District is Improved by Artificial Means Citizens Make Possible the Purchase of Property In Ideal Locations Athletics Made a Feature.

 ALGARY IS LAYING elaborate plans to become the city beautiful. Each year sees increasing sums spent in acquiring parks; in beautifying areas, and in improving the streets and

While Calgary has been spreading over the prairie in recent years, an energetic and conscientious Parks Department has been following the growth urging the procuring of extra acres for parks purposes, fringing streets with boulevards, planting trees, until there has been built up in Calgary the nucleus of a complete beautification system.

The policy of the Parks Department has been the acquiring of all vacant areas for park sites, islands, blocks, and triangles until the city now controls over 550 acres.

Fruits of this far-sighted policy is seen in the control by the city of such ideal spots as St. George's Island, Bowness Island and Shaganappi Park.

To the early settler it seemed an impossible task to beautify some sections of the city, where trees were a luxury, and the soil seemed reluctant to be coaxed into rearing plants of beauty. But overcoming seemingly unsur-mountable obstacles, the Parks Department has turned bare spots into breathing places.

To the man who has just taken a long ride over the prairies from Winnipeg, the rest to the eyes afforded by Calgary's many beautiful spots is a source of pleasure.

The scarcity of natural trees was the handicap of the department, but it was found that Russian poplar and spruce were the most adaptable for the soil, climate and conditions. Trees were ordered by thousands from the mountains, planted and tended with care. The result of this care is seen in the eleven miles of boulevards and in the shrubbery springing up in the previously bare parks.

Calgary parks would do credit to older towns, athletic grounds have been placed where necessities of the neighborhood demands them, band concerts have been arranged in

every quarter of the city.

St. George's Island was an oasis when the Parks Department got control of it, but its natural advantages have been so improved, and additional features have been added to such an extent, that it has developed into a veritable paradise for the people.

This is the most popular of Calgary's Parks, as is shown in the fact that its cool tree shades, and the running water of the Bow River making music attracted more than 200 picnic parties last year. Band concerts have been a feature here, and the average turn-out to a Sunday afternoon band concert, when the pavilion is packed, and the grass is crowded with people, is estimated to be between 1,500 and 2,000.

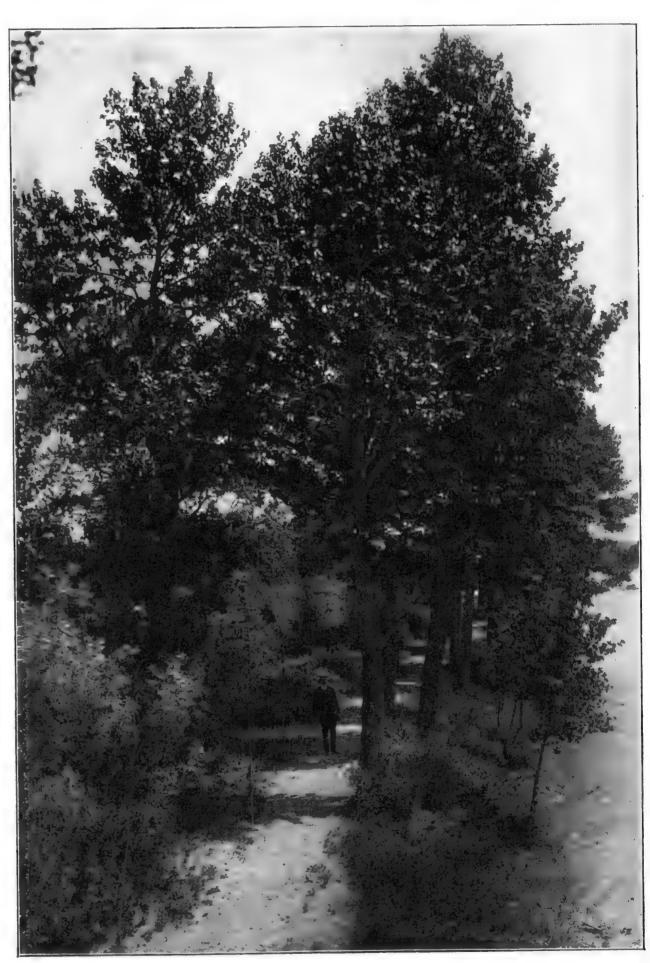
With the experiences of older cities to guide them, the Parks Department has introduced most modern features into the parks.

Central Park, which comprises a whole city block in the heart of the city on Twelfth Avenue, has the Public Library, a substantia! stone building standing at the east end. Stretching across the west end is a bandstand designed after the fashion of the Golden Gate Park in San Francisco which throws out the sound waves. In the centre will shortly stand an artistic conception of a statue in memory of the victims of the South African war.

Bowness Park, an island of 80 acres required an extension of the street car system to procure it, but in the course of time it will justify the investment. It is well wooded, has natural rustic paths, and between the island and the mainland runs a creek that will be an admirable boating place.

Shouldice Park consists of 100 acres on the way to Bowness. It adjoins the river on the fringe and has fine specimens of trees. It has a wide open space of 80 acres that would admirably fit it for an amusement park.

The City Department has its own greenhouses and besides maintaining the regular LEAFY LANE AT ST. GEORGE'S ISLAND



Nature Has Gifted Calgary With Some Picturesque Nooks For the Relaxation of Her Citizens

stock of palms and other decorative plants, the civic greenhouses have supplied approximately 40,000 bedding plants for the parks and window boxes at the City and Fire Halls. Over 3,500 herbaceous, perennial plants have been raised and transferred to the nursery grounds for use on the parks next season.

Temporary structures have been built enabling the department to raise about 20,000 more plants next spring.

The city has also its own nurseries. From these 2,000 poplars were transplanted to the parks and boulevards last year. About 80,000 cuttings of trees have been prepared for spring

The athletic features of the parks has not been neglected, and last year some 124 teams used the parks, a marked increase over the previous year.

It is interesting to note the number of games played at each park as illustrating how they are filling the required needs. Mewata Parks led with a total of 555 games, Victoria Park with 120, Hillhurst 61, and Elboya 13. In the future it is intended to make provision for curling, cricket, lacrosse, and tennis.

The Boulevard work has been given particular attention. Thirteenth, Fourth, Fifth and Sixth Avenues resemble streets of an eastern city where no trouble is experienced in tree culture.

ONE HUNDRED AND FIFTY

McLeod Bros. Clothiers

Despite Backsets Caused by Fire, Pioneer Clothing Dealers Show Remarkable Increase in Business During the Year.

OLLARS earned by dealers who have won their prominence and prestige in the community through diligent endeavor to meet the exacting demands of patrons in an honest and conscientious manner, have been but the merited reward for square dealing and upright endeavor to satisfy the wants of the populace. Western towns and cities have at times during their most prosperous period been overrun with fly-by-night characters, who attempted to pose as the leading commercial chiefs of the community. These men have been unable to stand the test, and have disappeared as rapidly as they appeared on the business horizon of the district they had chosen as their future fields of operation.

Men of substantial business ability, whose transactions have for years borne the closest scrutiny, have been the men on whom the future of the western cities have been based, and during recent years these pioneer merchants have been those honored by citizens because of their conservatism and commercial tenacity.

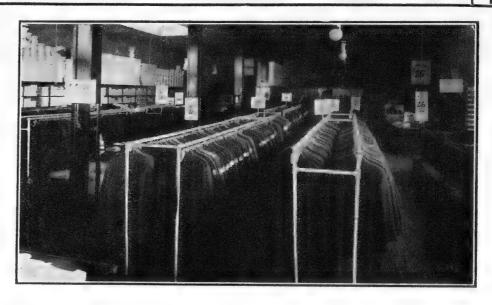
Ravages of fire, complaints of pessimists that finances of the Dominion were going to pot, and that business conditions were such as to allow no one to make a nickel with which to buy bread, and wails of the miserly citizen whose pseudo "hard-time" chatter was far fetched, have had no effect on the business activity of D. A. MacLeod, senior member of the clothing firm of MacLeod Brothers, a pioneer clothing and gent's furnishings dealer of Calgary, of which residents are proud.

Nine years ago, when the city was just emerging from a period of financial strife and entering upon its greatest era of growth, Mr. MacLeod came to Calgary from Charlettown, Prince Edward Island. Although young in years, he possessed that spirit of business ability which has won his present place among the leading dealers of the city.

When a young man, Mr. MacLeod enlisted in the dry goods business in his home town, and so active did he become as a salesman and specialist in his line that he was given many promotions. In the Prince Edward Island town he became identified with the firm of Sentner, MacLeod and Company. After spending several years working behind the counters of the firm, he sold his interest and answered the clarion call of the western prairies.

When Mr. MacLeod, accompanied by his brother, George H., reached the city of Calgary, he immediately set to work to establish a business in the thriving western municapility. In 1904 the MacLeod Bros.' clothing store was opened in the Allen block at Ninth Avenue and First Street East. The store is still located in the Allen building, and is daily doing an increasing business, although the present Allen building is but a recent addition to the city, and despite the fact that the MacLeod store was recently swept by flames.





With \$1,900 in cash between them, the MacLeod brothers reached Calgary and started the clothing business which has become recognized as one of the most substantial in the city. The shares in the company were divided equally, and a short time later the business grew to such proportions that a branch was established at Lethbridge. After the devastating fire at Calgary, the Lethbridge store was turned over to George H. MacLeod, while the Calgary institution became the exclusive property of D. A. MacLeod.

Twelve months after the little store was opened by the MacLeod brothers, the books showed cash sales of nearly \$30,000. With no other employes in the store beside the two brothers, they kept increasing the cash receipts, until last year the returns from cash sales alone reached a quarter of a million dollars.

So sincere have the MacLeod brothers been in dealing with their Calgary patrons, and so careful have they been in answering every demand of their buyers, that the business has annually been more than doubled in many lines.

On April 18, 1913, practically the entire stock in the clothing store in the Allen building was wiped out by flames which swept the corner, the plant of The Morning Albertan being destroyed at the same time. The loss to MacLeod Brothers was \$51,000.

Undaunted by the severe loss, these determined business men of Scotch descent immediately reopened another store on Eighth avenue, awaiting the rebuilding of the comfortable structure ruined by the flames With the completion of the new modern building at First Street East and Ninth Avenue, the Eighth Avenue place of business was abandoned and leased to another firm.

A stock valued at \$100,000 is now being carried in the new store, and in the same location which was the scene of the establishment of the little store nine years ago, one of the most modern, up-todate clothing emporiums of the Dominion exists.

More than twenty men who have been trained in clothing and gentlemen's furnishing salesmanship now attend to the wants of patrons of the MacLeod brothers' institution. One of the most convincing facts showing the popularity of the firm, won by consistent dealing and honest workmanship, is shown in the business of 1907-8, the lean years declared by some to have been the years of the last financial stringency which resulted in a small panic.

During that year the business of the firm did not decrease, but instead shows an increase, the total amount reaching nearly \$90,000.

Devotion to his business has kept D. A. MacLeod out of politics. He has at all times been actively interested in municipal betterment, but he has shunned public office because of his desire to devote all his energies to the improvement of his business and the inculcation of courteous, businesslike methods into his employees. The name of MacLeod Brothers is so well known throughout Calgary and the southern portion of the province that eulogies are needless.

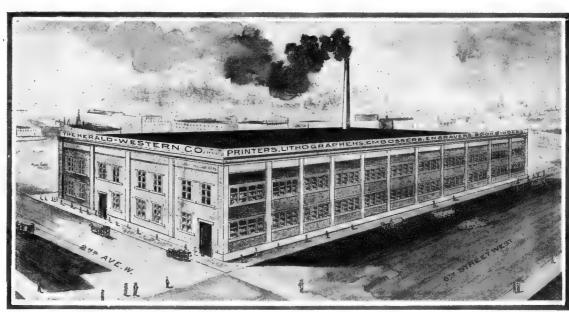
Malcolm D. Geddes, Real Estate Financial Broker

301-302 I. O. O. F. BUILDING

ALCOLM D. GEDDES, a well known real estate and financial broker of this city, came to Calgary in 1903 as associate editor of The Farmers Advocate. The following year he resigned and, along with C. W. Peterson and E. L. Richardson, started The Farm and Ranch Review, assuming editorial oversight and business management. This agricultural paper is recognized as the farmers' guide for the western provinces.

During his editorial regime he did considerable lecturing throughout the west, also acted as live stock judge, as secretary of the inter-Provincial Council of Grain Growers and Farmers and for a time as Associated Press correspondent for Calgary, and although he resigned these positions and entered the real estate business in 1908, he is still identified with The Farm and Ranch Review as vice-president.

Ever since his arrival in Calgary he has taken an active part in the general upbuilding of the city. Mr. Geddes is president of the Herald-Western Company, Limited, Calgary's leading printers, lithographers, embossers, engravers, bookbinders, manufacturers of "Herwesco" loose-leaf systems, etc. Quality printing in Calgary today means Herald-Western. So great has been the increase in business that the erection of a modern brick building 75 feet by 200 feet, modelled along lines peculiarly adapted to printing and lithographing, was found necessary, and the present home of the company, corner Second Avenue and Sixth Street West, was erected in 1911. This is one of the very fine large buildings devoted exclusively to the printing trade in Western Canada. Here more than 90 expert workers are



busily engaged turning out all kinds of up-to-date printing work. This is the only lithographic plant between Winnipeg and Vancouver and here all kinds of artistic color shading and general work can be executed and designs furnished by experienced artists on shortest notice. This is the only printing house in Canada that manufactures envelopes.

Mr. Geddes, business offices are at 301-302 I.O.O.F. building, corner Centre Street and Sixth Avenue, where anyone desirious of securing business properties or choice residential sites are assured of a large list of the best properties to select from and the advice of one of experience and known integrity.



Hook Construction Company

General Contractors Who Have Erected Several of Calgary's Prominent Business Structures, Theatres and Commercial Properties and Who Have Entered Largely Into the Development of the City.



the importance of Calgary is dependent largely upon the erection of business blocks and other commercial structures modelled to house the influx of population bent upon engaging in financial pursuits. Construction of these edifices brings into play the abilities of the engineer, the architect and most of all the contractor capable of figuring to a nicety the materials necessary and the trained help required in the erection of the building.

UILDING of a great city of

No better instance of a firm, headed by young men of ability, which has made remarkable strides toward success during the two years it has been established in Calgary, may be found than of the Hook Construction Company, 205 Lougheed Building, headed by T. F. Hook, one of the prominent contractors and builders of the metropolis When T. F. Hook came to Calgary from the progressive city of Webster City, Iowa, on the banks of the placid Boone river, the city which he has chosen for his future home was making telling strides. Mr. Hook came direct to the city from Medicine Hat where he was instrumental in the formation of the Alberta Clay Products Company and the installation of the plant. He was later made sales manager of the company and before leaving to enter business for himself brought the business to a solid commercial basis, laying the foundation for one of the most prominent corporations of the province.

After spending several years in the employ of the clay products company, Mr. Hook harkened to the call of Calgary and immediately upon coming to the city cast his full strength into the development work in progress. Entering a field of keen competition, through sheer force of character and the appli-

cation of sound business principles, Mr. Hook has forged his way to the front and is today known as one of the lead-

when the layman considers the fact that Mr. Hook employs all the way from 50 to 200 men at all times during the building season, these men being trained in their respective arts, the magnitude of his operations may be partially guaged. At different times during the years Mr. Hook has been identified with the building up of Calgary his payroll has averaged \$500 to \$800 daily, the men employed being busied on several different contracts in various portions of the city.

When it is considered that several of the larger structures in several outlying portions of the city have been erected by the Hook Construction Company, and that the men who have been employed in the construction of these buildings have been Calgary men, with families, the importance and benefit of

the citizenship of these builders who head the company and the men they employ may be imagined.

Prominent among the structures erected by the Hook Construction Company last year have been the Wright Block at Twenty-Second Avenue and Fourth Street West, the spacious stables of the Carlyle Dairy on Fifth Avenue, the Crescent Theatre, a motion picture playhouse on Centre Street N.E., the Royal motion picture theatre on Fourteenth Street S.W. and Seventeenth Avenue and a score of other buildings.

The Hook Construction Company make a specialty of fireproof buildings, a large number of the structures erected being of steel and concrete and other materials which withstand the blaze. Construction work is the principle task of the company yet should the property owner desire a consulting engineer or architect, these men are furnished by

ONE HUNDRED AND FIFTY-ONE

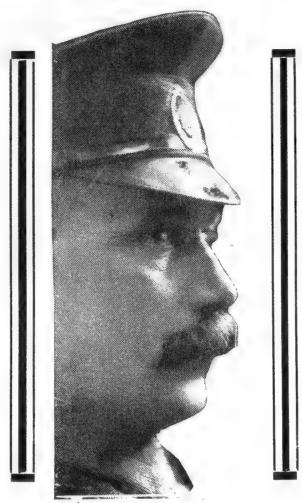
CAPABLE OFFICERS COMPOSE POLICE DEPARTMENT

LONG with other civic problems confronting Calgary in its growth, was that of police protection, and so well has this been tackled that Calgary is recognized as one of the best policed cities of Canada.

To effectively organize a police force to keep proper pace with the remarkable growth of Calgary within recent years, was one of the most difficult of achievements. The problem was solved, however, one day two years ago, when Chief Alfred Cuddy, formerly inspector, of Toronto, was appointed head of the Calgary police. Trained in a stern police school, Chief Cuddy entered upon his task of organization with a firm determination to bring order out of chaos. How well he has achieved his task is shown in the rapid decline of crime in Calgary; in the fact that it is a city shunned by the criminal; in the disappearance of the "dive," in the well disciplined force of constables; in the skilled staff of detectives, in the intelligent use of up-to-date methods of crime detection and compilation of records.

CIRCLE OF CRIME PREVENTION

He instituted a service, interchanged photographs between Vancouver and the coast cities, Edmonton and Winnipeg, and by such organization accomplished effective work.



CHIEF CUDDY -Who has cleansed Calgary of crime and has made it the best policed city

Chief Cuddy raised the status of the force from a purely local institution to the metropolitan standing it has today. When he came its sole duty was to police the city. But he succeeded in establishing a circle of communication with surrounding cities taking in Vancouver, Edmonton and Winnipeg, exchanging confidences on criminals that has accomplished a great deal in the prevention of crime. The result has been that crime has been diminished to a great degree, and the criminal who has some inkling of Chief Cuddy's methods is giving the city of Calgary a wide berth.

TAKES PERSONAL INTEREST IN MEN

Besides adding backbone to the force he has taken personal interest in the condition of his men and in morality work generally through-He is striving to secure a out the city. fund, based on the perfected system of Toronto, and which if approved by the commission will prove a boon to the men.

During Chief Cuddy's regime the staff has increased by 30 men, there now being a staff of 13 officers, and 87 men. Four sub-stations have been installed, a motor patrol wagon is operated and work is nearly completed on the four-storey police headquarters, with accommodation for 52 prisoners.

The operation of a system of 70 patrol call boxes being installed will mean the last word in police protection.

Hornibrook, Whittemore & Allan

NDIVIDUALS or institutions desirous of being identified among the leading factors of city and empire building must produce material evidence that real effort has been exerted and show specific evidence of performances for the good of the entire community. Advance-

ment of the western country has resulted in the adoption of a spirit of independence and the demand that honor and esteem bestowed on persons or corporations shall not be misplaced.

There are those who await the result of the pioneer's effort and then affix themselves like barnacles on the ship of progress, sapping its vitals and hindering its progress, taking away everything and giving nothing in return.

It is considering the man and institutions composed of men of stability who rolled up their sleeves, shouldered their shares of the burdens of the municipality in early days and aided in working out the earlier problems that one finds the real factor in the progress of Calgary. It is a group of such men who have made Calgary and have laid the foundation for the growth of the greatest metropolis of the province.

Prominent among these men are the heads of the insurance company of Hornibrook, Whittemore and Allan, one of the leading institutions of the city. These men have labored faithfully and earnestly for the results exemplified in the Calgary of today.

When T. Alexander Hornibrook and H. T. Whittemore established the insurance business in Calgary in 1905 it was only after both men had traversed the entire Canadian West, Calgary being chosen as

secure a metal boiler stack, an electric sign, a fur-

nace, hot water heater or sheet iron tank of any

description meant the ordering of the article from the faraway manufacturer and then awaiting the

pleasure of the factory for shipment. Delays of

exasperating length have resulted and many con-

place

and energy in this direction.

for the work.

UT a few years have passed into history

since Calgary builders were forced to place their orders for construction

materials with the larger manufacturers

of the eastern and western centres. To

the logical location, bubbling with possibilities for insurance writers of commercial solidity and enterprise. Two years and more ago Mr. Hector W. Allan came from Montreal to join the firm after spending several years in the insurance business in

When the unacquainted considers the fact that the Hornibrook, Whittemore and Allan company control 800 agencies in Saskatchewan and Alberta, each of these agencies reporting to the Calgary firm, the importance of the concern to Calgary and the province may be gauged.

Perhaps no individual insurance firm in Calgary has been instrumental in bringing a larger amount of capital to the city from foreign centres than the Hornibrook, Whittemore and Allan company. Thousands of dollars have been loaned to enable the erection of some of the largest buildings of the Whittemore and Allan company city, and to make possible the carrying on of infant industries whose growth means the growth of Cal-

As Calgary and Alberta agents for the Netherlands Transatlantic Mortgage company, the Canadian Mortgage Association, the Home Investment and Savings Association and the Toronto General Trust Corporation, this concern has completed the details necessary to the securing of these large

Prominent among the companies represented by the Hornibrook, Whittemore and Allan company in Alberta and Saskatchewan are the Delaware Underwriters of Philadelphia, the and Marine Insurance company of Providence, the Germania Fire Insurance company of New York,

Insurance Company Which Has Been Instrumental In Interesting Thousands of Dollars of Foreign Capital in Calgary. Headed by Men Who Have Become Pillars of the Civic Structure Through Their Willingness to Shoulder Their Share of the Municipal Burdens.

the Rochester German Underwriters company, and the Yorkshire Insurance Company, Limited. Aside from these companies this firm acts as city agents for the Phoenix company of Hartford, the London Assurance Corporation, the St. Paul Fire and Marine Insurance company, and the Sun Insurance

Because of the growing business of the company nine trained office employees are required to handle the Calgary end of the insurance transactions, and each day marks a new client's addition to the insurance family of the company.

Mr. Whittemore's ability to successfully handle the loans and mortgages of the concern is based upon his wide experience with the Toronto General Trust Corporation, with which company he was identified for years before joining Calgary

For several years before entering the insurance business, Mr. Hornibrook was employed by W. R. Hull and P. Burns in the cattle and meat business, leaving the employ of Mr. Burns to go into business for himself. He has taken a prominent part in the activities of the Liberal party in Alberta, and in 1906 served on the executive board of the association. As one of the mainstays of the Calgary Athletic club, Mr. Hornibrook has won a host of friends, his interest in the success of baseball and golf in Calgary causing him to aid these sports

In the Hornibrook, Whittemore and Allan company, Calgary has a concern whose reputation is out the West and a group of men whose influence has accomplished much for the

Macleod Brothers, D. E. Black, Glanville's Depart-

ment store, the Joy Parlor, Crafton's and Mason & Risch piano store. Scores of smaller signs have been manufactured and installed by the Neilson experts

As agents for the products of the James Stuart Company with factories at Brockville, Ontario,

manufacturers of heaters and furnaces, Frank Neil-

son has gained a position of prominence among the residents of Calgary, hundreds of the Canadian

Air Warmers, furnaces and heaters having been installed in comfortable homes in Calgary while

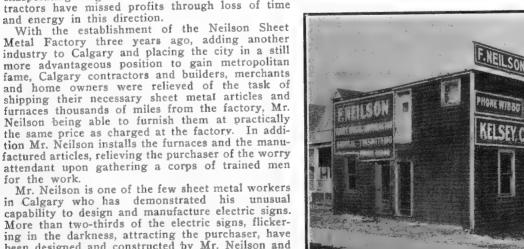
many of the larger stores and office buildings

boast of the operation of their heaters purchased

throughout the city and in adjoining towns.

from and installed by Mr. Neilson.

Manufacturer of All Descriptions of Sheet Metal Work, Steam, Hot Water and Hot Air Heating Appliances and Designer and Manufacturer of Electric Signs.



FRANK NEILSON'S SHOP



Sheet iron boiler stacks are one of the specialties of the company, these stacks having been erected at the Pryce-Jones department store, the Alexandra hotel, the Calgary General Hospital and other large buildings of the city, the stacks having been manufactured in the shop on Eleventh Avenue.

Fourteen years ago, when he was just able to swing a hammer, Frank Neilson entered the sheet metal business and has been following that profession since. After working several years in Toronto he came to Calgary and has established an enviable reputation as well as garnering profits of magnitude.

A trained force of men are employed at the shop, which was originally established on Sixth Avenue, later being moved and enlarged because of the growing business, the weekly payroll averaging about \$150. Mr. Neilson owns the well equipped building and is constantly adding improvements to keep his shop ranking above similar institutions of the city. Although a man young in years Mr. Neilson has been an asset to Calgary while his work has been a boon to builders and homeowners.

been designed and constructed by Mr. Neilson and his corps of capable assistants. Prominent among the hundreds of signs turned out from his shop at 1314 Eleventh Avenue West are those which adorn the buildings occupied by the Globe, Majestic and Sherman Grand Theatres, Cronn's Rathskeller, ONE HUNDRED AND FIFTY-TWO

Consumers' League Cuts Cost of Living

0 0 0 0

Calgary Housewives Unite to Bring About Reduction of Inflated Prices for Necessities Succeed in Erecting Public Market and Making the City a Mecca for Market Gardeners and Producing Farmers of the District

HE high cost of Calgary living is beginning to waver and sag, for it is being attacked by determined people through the formation of an institution that is the pioneer of similar organizations in Canada—the Consumers' League of Calgary.

A formidable organization of housewives, now a thousand strong, it came into being to wage war upon the increasing cost of living. Tired of paying unusual prices for every domestic article, they are banded together, Amazons against the High Cost of Living foe, and are determined to make Calgary the most reasonable of Western cities to live in, and what is more, to ensure that what is bought is pure.

Women Make Market a Success

Their first achievement was the seemingly impossible task of popularizing a city market that on week-days looked deserted.

Methods by which they raised this monument to their energy makes romantic reading. While the fact that they struck at the precise psychological moment assisted them in some compaign purposes. Meetings were held and at a mass meeting in the public library in April, 1913, addressed by Mayor Sinnott, P. P. Woodbridge, secretary of the United Farmers of Alberta, and by Sorenson of Strathmore, the idea of creating a Consumer's League that would admit all householders to membership was formed.

The question of the market presented itself as being the first step towards the accomplishment of their aims. The Consumers' League waited upon the mayor, asking that the market be established on a new site. A market was in existence in one corner of the city. Lack of funds led the mayor to propose that the league make the most of the present accommodation in the meanwhile. Although this added to the difficulty of the task, the women applied all their talents and energies to the task.

Car of Fruit From British Columbia

They began in their campaign for popularizing the market by ordering a whole car of fruit and vegetables from the British Columbia Fruit Growers' Association, leasing a stall at the market and determined to offer it for sale themselves, prove that prices were topsy turvy and, what was better, to bring the existence

man. And ere long there wasn't a stall to be had, and a "waiting list" was created.

Now the market has come to stay. No housewife feels satisfied that she has spent a profitable week unless it sees her several times in the market. Outside farmers have found it the very thing that had been lacking. They thanked the Consumers' League in extravagant terms, and some went so far as to say that hitherto they had been using vegetables that could not be disposed of, for filling purposes.

On a street car the other day two gentlemen were talking. They passed one of the down town butchers' stores where the prices of meat were advertised in bold figures.

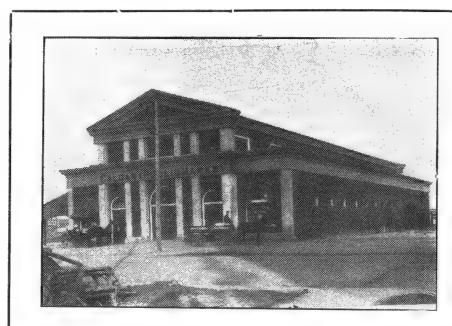
"What's the need for a market when you can get meat at those prices?" asked one gentleman.

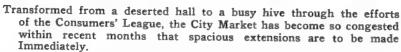
"Yes," replied the other, "its the market that brought them there and that's why many of us shop at the market,"

Wholesale Market is Planned

Now that the solution of this market problem has given the league a start, it is turning its attention to other economic phases, the most important of which is probably the establishment of a wholesale market. This, it is felt,









measure, yet it was to their credit that they had the genius to perceive that the ripe time had matured, and that they had the effort, energy and determination to carry through their ideas to a successful conclusion.

To transform a market whose record revenue yield to that time was \$75 in one month, to a bustling centre where the revenue is \$700 each month, and stalls are at a premium, was no easy task. Over and over again discouragement seized them, failure stared them in the face, but in the end they conquered obstacles, and received such an impetus from that victory that stimulated, encouraged and re-inforced they are accomplishing further ideals that will improve conditions for the consumer.

City Leaders Aid Consumers

The league grew out of what was known as the Household Economic Committee of the Local Council of Women, for be it known that the Calgary women are further advanced in organization than probably in many other cities of the Dominion. The Household Economics committee wanted to tackle this problem, but they were handicapped for money for of the market to public notice. They bought the car at their own risk, and some anxious faces were seen in the week it was en route. However, it arrived safely, and it was advertised that it would be for sale the following morning at eight. At eight the market looked as if a clearance sale had been announced. Every woman in Calgary seemed to be there. Where desolation and silence had long held lease in the market halls, clamor and tumult prevailed. It took just three hours to clear out that car.

Success Attends Fruit Marketing

The women realized that one day's business does not create a market. So they looked out for more cars, and the British Columbia Fruit Growers who declared that fruit had been thrown away for lack of a market, came to their assistance by offering to forward a carload at their own risk. This offer was accepted and success again attended the effort.

Now interest was awakened. Enquiries came for stalls. Butchers woke up to the fact that the market furnished them an extension of field. Vegetable dealers rushed to the market will still further reduce the cost of Calgary's living by a simple expedient practised in most eastern cities.

However, it has been felt that the retailer has had to obtain his supplies of fruit and vegetables through the wholesaler, this method meaning an increased cost in distribution. With a wholesale market, the retailer, using his own delivery wagon, will be enabled to drive early in the morning to secure the goods demanded by his customers. This naturally means less cost, less handling and fresher goods.

Storage of Farm Products

Another need keenly felt is that of storage accommodation for the farmers. Either through a municipal or governmental cold storage accommodation they expect to be in a position to have produce housed, and distributed according to the necessity of the public demand.

This method eliminates a glut on the market and a famine in certain lines of produce at other times. Egg circles have also been organized that encourage the breeding of infertile eggs for market purposes so that the supply can be the better regulated and standard prices maintained.

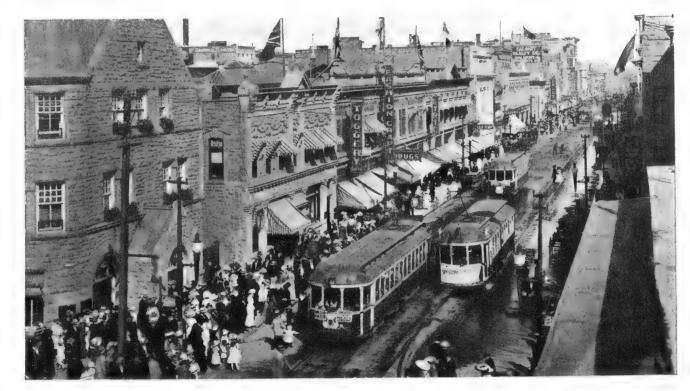
ONE HUNDRED AND FIFTY-THREE

Banks of Calgary Pay Fat Prices for Properties

Leading Financial Institutions With Holdings on Prominent Business Streets of Metropolis Required to Pay Fancy Figure For Permanent Locations. . . Millions Are Invested in Property and Structures by Corporations Confident of Calgary's Ultimate Growth to Size of West's Leading Industrial Centre. . .

Royal Bank Pays \$4,000 Front Foot For Old Hudson's Bay Store Property 200







EIGHTH AVENUE, BANKING STREET OF CALGARY, WHE RE BANKS HAVE SET PACE FOR PROPERTY

F ALL the outstanding features of the rapid rise in realty values in Calgary, none stand out so striking, so significant, and so encouraging as this—that in almost every case where values have jumped tremendously in a short space of time, the leading financial institutions have set the pace.

This can be proved by transactions for properties of the financial institutions along Eighth avenue. In almost every case record prices were paid when they were purchased by present owners.

This disposes of the criticism that realty values were juggled and forced upwards at an abnormal rate by conscienceless speculators. Investigation disproves this.

Almost invariably the banks and leading financial institutions of Canada have set the pace in realty transactions, and even now the record prices for inside Calgary property have been paid by the Royal Bank, which paid \$4,000 per foot for the old Hudson's Bay property at Centre street and Eighth avenue, and by the

Canada Life Assurance Co., which created the record for Eighth avenue west property by paying \$2,000 per foot for the property upon which one of the finest buildings in the West has been erected, at Eighth avenue and Second street west.

The Hudson's Bay company was satisfied to place a quarter of a million dollars into its property at First street west and Seventh avenue, and to invest a further million and a half in a magnificent, palatial store.

It will be seen at a glance that the mere speculator has not taken any hand in determining the realty values in the centre of Calgary, even although he has gleaned something in the process of value creating. Banks in particular have been doing everything within their power to stop speculation in Western Canada, yet they have not been afraid to invest large sums in Calgary inside property within recent years. They hold the record for the payment of high prices for property, and have been notably seconded by the Canada Life, the Hudson's Bay and other leading busi-

ness concerns. So that they do not apparently concede that Calgary's development has reached the top-notch, but rather that they have faith that its ultimate destiny will see it a city of half a million.

The Merchants Bank did not hesitate to pay \$200,000 for the site of the old Royal hotel, 75 by 130, at Centre street and Eighth avenue. The Dominion Bank paid Skinner and Hatfield \$100,000 for the central property, which only a few short years ago was sold for \$14,000. The Molson's Bank paid what was thought an extravagant price for the Eighth avenue property. But although they paid the highest figure known then, other financial institutions have considered it good business to pay far more since.

The fact that the leading Canadian financial institutions think so favorably and highly of central property in Calgary should carry conviction to the outside world that Calgary is not an over-boasted city, and that the chief men in Canada who are behind these concerns recognize that Calgary is to be a centre of vast importance.

Robert S. Barbour

Conservative and Enterprising Real Estate Dealer Whose Foresight Has Made Many Happy Homes in Calgary

URING CALGARY'S palmy days, only a few of which have passed, when dollars flowed from man to man in bumping silver streams, when good fellowship bought more than golden coins and when brawn, augmented by a smattering of brain, spelled fortune to the lucky possessor, to dine or exhaust one's time in business pursuits was but a waste of time. Many there were whose height of ambition was revelry. Again there were those whose farseeing intellect pictured reaction.

Prosperity without the grounds on which to base it has been of slight duration in most instances. Without factories, without the necessary equipment which composes the life of a metropolitan centre and with the demanded generalship to lead the thriving village to the hoped-for success, these men realized that the future was clouded. Despite the fact that the settlement was located in the most fertile district in the southwestern portion of the Dominion, with water, timber, ores and countless other resources at its command—

its crying need was homes and factories. To these men who have made possible the erection of these homes and factories and the establishment of wonderful mercantile establishments in this industrial centre, the people of the modern city of Calgary owe more than a mere debt of gratitude. These industries have been handed down from year to year to men who have taken the places of those who early recognized the needs of the growing city.

Prominent among the men who have taken up the burden of providing homes for the ever-increasing flow of settlers to Calgary has been Robert S. Barbour, founder of the Barbour Real Estate Company. The name of Mr. Barbour is too well known to citizens of Calgary to require a lengthy recital of his good deads.

Eight years ago when Mr. Barbour reached Calgary from Paisley, Ontario, where he was born and brought up in the care of careful, conservative, christian parents, he immediately appreciated the future of the city as an industrial and home centre. He invested wisely.

His personal investments and those of his patrons have been made in inside property. This property has been constantly increasing in value and many tracts once sold at small prices by Mr. Barbour have commanded almost fabulous prices since.

Shortly after Mr. Barbour became interested in locating settlers in Calgary and Southern Alberta he purchased the East Lynne subdivision, a beauty spot northeast of the city. This tract was sold in a short time to an English syndicate and is at the present time on the English and Calgary market.

Close to \$100,000 of business in home sites was done by Robert S. Barbour last year, the tracts sold by him to intending settlers being in most cases beautified by substantial dwellings and commodious residences.

When the Northwest Real Estate Company was formed seven years ago by Mr. Barbour and Mr. George E. Wood, the listings of the hundreds of residence lots given the company were by some considered out of the question for sale purposes. After the company

was dissolved, Mr. Barbour's faith in the future of the city was unshaken and he continued to build up his business until today he ranks among the leading real estate and investment dealers of the province. Mr. Barbour owns bundreds of dollars worth of inside residence and business property and prominent among his early undertakings in Calgary was the erection of the building where the "Big 4" Furniture Company is housed. This four-storey brick structure was erected at a cost of about \$75,000 through the activity of Mr. Barbour in securing the cash for its construction and through his energy in financing the enterprise.

financing the enterprise.

When political warclouds began to loom in the United States and Canada the forethought of Mr. Barbour induced him to retract financially. Retract, he did, and his patrons have been the winners thereby. His confidence in Calgary has been unshaken and because of his desire to help the city at all times and better the conditions of the home-owner, he has won a place in the hearts of

Calgary's citizens.

ONE HUNDRED AND FIFTY-FOUR

EMPIRE HOTEL THAT HAS KEPT PACE WITH CALGARY.....



Under Personal Direction of W. J. Stokes, One of City's Best Known Hostelries, Has Grown and Developed With Calgary, and is Now One of the Best Known Hotels in Western



N probably no other country in the world is the need for first class hotels greater than in Western Canada. The influx of people from other countries, the never ending stream of transients flocking to this country, and the steady travel from coast to coast through the west has developed a demand for hotels that is unprecedented in any part of the world. And while this is, in a measure, true of every city in the West, it affects Calgary in particular, for this city, with its possibilities, its growth and general development, is the Mecca for all settlers to the west and all travellers passing through this

Williams J. Stokes of the Empire Hotel is one of the best known hotel men in the province, and the Empire, which has grown under his direction to be one of the finest hotels in Calgary is generally conceded by the travelling public to be one of the best conducted and most comfortable hotels in Western Canada. Since 1905, when Mr. Stokes first became interested in the Empire, the hotel has been entirely remodelled and rebuilt, until it is today one of the best equipped hostelries in Calgary.

A firm believer in giving personal attention to his guests, and in giving a dollar's value for every dollar expended, Mr. Stokes personally superintends every department of the hotel, and as a result of his close application to business, his unfailing courtesy, and his ability as a business man, is today one of the foremost citizens of Calgary.

The Empire Hotel, however, is not the only interest Mr. Stokes has in Alberta. His success in this venture has led him farther afield and he is now interested in hotels in other cities, and is doing his part as a citizen of Alberta in building up and developing not only those portions of the province in which he happens to be personally interested, but every portion of Alberta. Although a firm believer in sticking close to business, Mr. Stokes finds time to take frequent trips to other parts of the continent, and on every occasion, no matter where he spends his vacations, he can be found boosting Calgary and Alberta. He is a born booster and his proclivities along these lines have induced friends of his from the Eastern part of the Dominion, and from the United States, to visit this section of Canada, and he has been responsible for the investment of thousands of dollars in Alberta, and in bringing to this country many worthy citizens who could not have heard of Calgary or Alberta if it was not for the genial manager and owner of the Empire Hotel.

A model of neatness and cleanliness in all department, the Empire never fails to make a good impression on every guest who registers there. The big grill and private dining rooms, the immaculate bed-



THE EMPIRE HOTEL

rooms, single and en suite, with telephones, hot and cold water, and every comfort that goes to make up a first class hostelry is one of the biggest advertisements Calgary has, and in conducting his business along business lines, and in doing his part to raise the standard of hotels throughout the city and provinces, Mr. Stokes is doing his part as a progressive citizen in building up the West. The career of Mr. Stokes is a good example of what can be done in Western Canada by men of energy, ability and integrity. In 1904 this successful business man was an employee of the Canadian Pacific Railway Company at Strathcona, and in less than nine years he has worked himself to the front rank of the progressive business men of Alberta, and is now considered one of the big factors in the development and progress of the province.

Born in Quebec Mr. Stokes came to Ontario with his parents while still a youngster. He received his early education in the public schools at Windsor, and on leaving school took up railroad work, learning telegraphy, and working with the Lake Erie and Detroit River Railway Company as a station agent at various points until 1903. In that year however he accepted a position with the C.P.R. and came west to Strathcona as cashier. The possibilities of the west immediately appealed to the wide-awake young railroader, and after looking over the situation in Alberta he resigned his position with the C.P.R. and in 1904 started up in business in Calgary in the clothing business. After successfully conducting this business for a time he opened the Calgary Provision Company, and in 1905, in partnership with Charles Lewis, he went into the Empire Hotel. A year later he bought out the interest of his partner, and since that time has conducted the business alone, gradually building up the hotel, taking over the entire property, and making the Empire one of the most comfortable and homelike hotels in Western Canada.

Louis Petrie, Ltd.

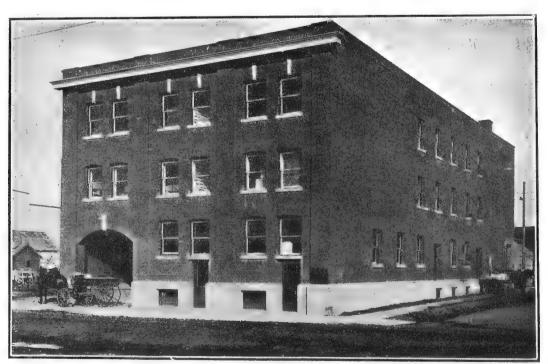
Wholesale Dealers in Pure Food Products, One of the Younger Enterprising Establishments of Calgary, Yet One of the Organizations Which Has Proven Itself an Asset to the Community.

a desire for the best and purest products of modern effort and the community enterprises which provide them go a long way toward the development of the higher sense and the inculcation of refinement in the populace so fortunate as to be

within reach of these concerns. Pretentious institutions are always a source of pride but when

before them in a manner which appeals not only to the taste but bears that distinction of being free from the contamination and pollution of the oldtime goods.

When the Louis Petrie Company, wholesale dealers in pure food products was established more than a year ago, Calgary gained an asset which residents of the city and province have not been slow to recognize, Only the high class products, handled with the greatest of care to prevent contamination,



HOME OF THE LOUIS PETRIE COMPANY AT CALGARY

these institutions have been established to meet a crying need of the people their importance to the community becomes all the more apparent. Modern science demands the production of products bearing the stamp of purity and the present generation has grown to that coveted plane of self preservation that requires the consumption only of khose foods prepared under sanitary conditions and placed

which are dispensed throughout all Alberta by this company, are allowed space in the spacious warehouse at 702 Ninth Avenue West. Because of the adoption of these sanitary methods in the consignment of groceries, and produce, the name of the Petrie Company carries with it the assurance of purity among hundreds of retailers who purchase direct from the concern.

Convenient to trackage, the three-storey ware-house of handsome brick, constructed along the most modern lines and designed especially for the occupancy of this progressive institution, is located in the heart of Calgary's wholesale district and has become the Mecca for Calgary buyers in search of the best in groceries. Combined with the purity, the wholesomeness and freshness of the goods dispensed has built up a large clientele of satisfied customers.

Backed by men of business backbone whose earnest efforts have resulted in the upbuilding of the city and producing a metropolis where once a village trading post was a dot on the plains, men who have not feared to roll up their sleeves, share their portion of the burdens of the community and men whose sterling commercial worth has been tested and found true, the Louis Petrie Company has erased the word "failure" from its dictionary of business terms.

Standing at the head of this growing institution is Peter A. Prince, pioneer of Alberta, philanthropist, financier and one of the foundation stones of the metropolitan structure which bears the name Calgary. With Mr. Prince as president, ably assisted in the operation of the business by Louis Petrie, vice-president and manager and W. E. Skitch, secretary treasurer, this institution has already attained a position of prominence which has required years of toil and months of endeavor for less fortunate establishments to reach

tunate establishments to reach.

The working staff of 12 men in the warehouse has become imbued with the spirit of push and energy, courtesy and promptness, of the men at the head of the company. By dealing only in the better class of groceries and other lines, the Louis Petrie Company has worked up an exclusive patronage, the class of substantial businesses of the city which have been identified with the improvement of the

commonwealth.

In the selection of Louis Petrie as manager, the officers of the company have chosen wisely and well. With a thorough knowledge of the business, gained in the practical school of hard knocks, he has proven himself capable to meet an emergency and to place the institution in an individual class. He brings to the firm his vast fund of information and his worth as an all-round business man is daily demonstrated. With these men at the helm, the Louis Petrie Company stands as a monument to the endeavor of the organizers to establish an institution whose every effort looks toward placing at the doors of a discriminating populace those articles demanded by the exacting Twentieth century consumer.

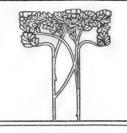
ONE HUNDRED AND FIFTY-FIVE

CALGARY IS CITY OF CHURCHES

ITH 75 churches, accommodating 16,000 people, and with Sunday School accommodation for 9,000 children, Calgary is truly a city of churches.

Churches of all denominations have struggled nobly to keep pace with the whirlwind development of Calgary, more than \$1,000,000 being expended in church buildings between 1895 and 1913, and still the cry continues for more houses of worship. Three new churches are planned in outlying portions of the city.

It was in 1877 that the first church was put up in Calgary, and few cities have witnessed such wonderful development in church building since then. The proportion of people per church seems always to have been in the vicinity of 1,000, although there were not 100 people on the townsite when the first service was held here by the Rev. John McDougall in 1875, and but very few more when he erected the first church of Methodist denomination two years later. Since that first little frame church was erected through the veteran missionary's energies, the changes in Calgary churchdom have been remarkable, and the various communities have had their hands full for the last 10 years particularly, attempting to keep pace



St. Mary's Roman
Catholic Cathedral —
type of Calgary's
stately church
buildings.







Anglican Pro-Cathedral Church of the Redeemer.



with an expansion that only halted to be revived and spurred on to fresh and more active growth. In all the larger denominations the story has been the same, and interwoven with the theme is the story of churches enriched, and presented with the power of accomplishing more good by the rapid rise in realty values.

It is now 45 years ago since Dr. McDougall assisted in the floating of logs down the Bow river for the construction of the first Methodist church in Calgary. When put up it consisted of logs and canvas. Although crude, the building was appreciated by the Methodists and others, who regularly crowded the structure to its doors. Its accommodation eventually became strained and quarters were found on Eighth avenue on the site of the Pitman block. It was not until 1905 that the present Methodist church of Calgary stone was put up at Seventh Avenue and First Street West. It was considered a large structure then, capable of accommodating 1,600 people, with every provision for the conducting of work among

the men. In fact its Men's Club has become a well-known organization in Canada.

Three other corners of First Street West and Seventh Avenue are now occupied by the Hudson's Bay, Calgary Furniture and Herald blocks, making it one of the handsomest church corners in town. When it was put up the site and property was considered worth \$16,000. Today it is said the church has recently refused \$400,000. The trustees consider the church has work to do in its old quarters. And while realty values have been leaping up apace, members have watched a dozen churches of its denomination rise in all parts of the city, without making a difference in the number of its membership.

The Presbyterians have met with the same success. Knox Church, the mother of all the Presbyterian churches in the city, has grown from a humble beginning to be one of the finest edifices in Western Canada.

It was started in a frame building in 1883. Four years later the new church was put up at

the corner of Seventh Avenue and Centre Street at a cost of \$10,000. In 1905 it was found necessary to construct a third church at a cost of \$40,000, and the old one became the schoolroom. In 1911 it was sold for \$100,000, while the manse, originally purchased for \$6,000, was sold for \$30,000. Appreciating that the property would become too valuable for church purposes, the Board of Managers optioned six lots on Seventh Avenue for \$20,000, which they still hold, and purchased later the corner of Sixth Avenue and Fourth Street West for \$30,000.

Upon this property they erected the present Knox Church at a cost of \$250,000. From an architectural standpoint it is an ornament to Calgary. For equipment it can not be rivalled. Meanwhile other churches were springing up in all parts of the city, until there are now ten Presbyterian churches, and still more are needed. A feature of the work of Knox Church is the Social Service Committee, which is already operating two rescue homes.

The Baptist denomination began in the Calgary field in 1888, on the site now occupied by an eight storey building, the finest office building in Western Canada, at Seventh Avenue and First Street West. When the church was ready to move in 1911, members were paid \$184,000 for the property. There are now nine Baptist churches in the city.

The first Anglican services ever held in Calgary were conducted by the Bishop of Saskatchewan, Dr. Maclean, before 1880, while he was travelling from Prince Albert to Fort Macleod. In 1883, the same year that the Methodists floated down logs for the first church, and the Presbyterians constructed their house of worship, Rev. J. W. Tims, now Archdeacon Tims, then a missionary to the Blackfoot Indians, commenced holding services, and it was not until the following year that the Rev. E. Parke Smith, newly arrived from England, assembled a congregation in a frame building on the site of the present Pro-Cathedral, which was constructed in 1904. The Anglican community now has nine parishes, while Calgary has been created a Cathedral city.

Southern Alberta Oil Company, Limited

CAPITAL \$100,000 Divided Into 100,000 Shares at \$1

The Southern Alberta Oil Company, Limited has been formed for the purpose of purchasing and developing the petroleum and natural gas rights underlying approximately 4,300 acres in the Sheep Creek district or what is known as the Calgary or Okotoks Oil Fields, these fields being about 20 to 35 miles southwest from Calgary in the Province of Alberta.

Officers of this company were the first to file on oil lands at the land office and originally held the land and leases turned over to the Calgary Petroleum Products Company, the first company to strike oil in the district. The site of the Discovery well on section 6 was selected by men at the head of the Southern Alberta Oil Company.

Properties acquired by the Southern Alberta Oil Company, Limited, lie adjoining and in the vicinity of lands of the Calgary Petroleum Products Company, Limited, and the McDougall-Segur Exploration Company, Limited, and were selected before any other company was in the field. These holdings are all located in the proven oil belt.

Officers of the company include men of financial solidity. They are: President, William Livingston, broker, Calgary; vice-president, D. Pugh, Esq., of Calgary; treasurer, Hugh Walsh, Esq., capitalist, of Calgary; secretary, William E. Macleod, Esq., broker, of Calgary; solicitors, Clarke, McCarthy, Carson, & Macleod; fiscal agent, William Walsh, Esq., grain merchant, of Verona, Ill., U.S.A.

Messrs. Pugh and Livingston have for two years been large ranchers in the Okotoks district, disposing of their properties in 1908 when they purchased a timber mill.

Oil drilling outfits are now operting, the complete outfit having been purchased in Pennsylvania, and work is now progressing on the S. W. 1/4 Section 18,, Township 20, Range 2, West of 5th Meridian.

Offices of the Company: 207 Maclean Block, Calgary, Alberta

Calgary Cadets Scoop Rifle Field and Win Cups and Cash Over Teams of Empire

ITH a vaultful of trophies and treasures won by their marksmanship in a score of competitions within the last two years, the Calgary cadets are known not only in Calgary and Alberta, but throughout the Dominion and the British Empire.

· Probably no other organization in Calgary has earned the city so much credit as the cadets. Wherever they have taken their rifles during the last two years they have won prizes. At Toronto they carried off the Sir Henry Pellatt cup; they have entered the famous D. R. A. meet at Ottawa, and have cleaned the boards in competitions against Canada. They have gone across sea and have interested London, England, by providing the boy who won the highest aggregate at the Boys' Bisley. They have met men and defeated them in open competition on the range. Two Calgary cadets hold the record Canadian cadet scores, and they stand proud guard over their treasures, imbued with ambitions for the coming season, for which they are making steady and strong preparations.

To detail achievements of the cadets would furnish material for a volume. For four years they have been an aggressive body that has grown in quality and numbers at such a rapid rate that it is hard to keep pace with their development.

Membership List Now 1,300

The cadet membership in Calgary is now about 1,300, the public schools furnishing 20 companies, St. Mary's furnishing two com-

School Boys, Experts With Rifle, Defeat
Marksmen of Canada and Britain, Bringing Back Trophies From East and Old
Land—Students Trained in Military Manner by SergeantMajor Ferguson and
His Aides.

acquired this cup for 1913-1914, because Alberta led other provinces in average percentage of enrollment at the schools in the cadet corps.

Alberta's percentage was 3.42 to May, 1913, but Sergeant Joyce inspector pro tem for Alberta, declares this percentage will be increased this year, as the number of enrollments has increased 600 since the last return was made, and that there are now 3,000 cadets in the province.

Percentages for other provinces, given for the sake of comparison, are: Quebec, 3.05; Prince Edward Island, 2.66; Manitoba, 2.9; Ontario, 1.96; British Columbia, 1.95; Nova Scotia, 1.54; Saskatchewan, 1.42; New Brunswick, .83.

Prospects are bright, therefore, for Alberta carrying off this trophy again this year, as the other provinces will have to show big gains to catch it up, and Alberta is advancing faster than ever.

Win Honors in Great Britain

The Calgary cadets have won an enviable reputation in rifle shooting, not only in Calgary and in Canada, but in Great Britain.

In these competitions the cadets won 24 first class certificates, four second class certificates and three shooting badges.

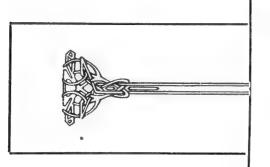
Shooting against grown men, the cadets made unusual records in the Alberta Rifle association meeting at Calgary last year, lifting the Ramsay cup in open competition against such veteran teams as the Calgary Rifle club, the 19th Alberta Dragoons and the Coleridge Rifle club. Their nerve did not waver when they were put up against the seniors, and their victory was notable. At this meeting Orley Louden won the tyro medal in a competition that was also open to men; W. De Mille won the cadet silver medal; D. McKenzie won the cadet bronze medal, while J. Fraser made the magnificent score of 100.

MacWilliams Individual Winner

At the Ontario meeting in August in Toronto last year the cadets experienced a little hard luck in the Pellatt cup contest, winning second place, being beaten by only four points. D. MacWilliams, however, won the individual championship, and Jack Comer made possibles at 600 yards, while MacWilliams finished in sixth place in the all-comers aggregate.

At the D. R. A. meeting at Ottawa last year the cadets won the Anderson cup for the second year in succession, and thus won it outright.

D. MacWilliams won the Imperial Cadet cup for the best shot in Canada, while the five Calgary cadets secured places by merit on the Canadian team of 10 which shot for the Lord Roberts' trophy, competed for by teams from





At the East Calgary Rifle Ranges where Calgary cadets have learned the marksmanship that has made so famous

panies, Western Canada College three companies, the Practice school one company, and Mount Royal College one company. Trained by Sergeant-Major Ferguson, they have been brought to a high state of efficiency by weekly drills, each company taking from thirty minutes to sixty minutes each week.

The cadets are thrown entirely on their own responsibility, the officers being chosen from among the ranks, and squads being drilled by them, Sergeant Major Ferguson standing by and checking slipshod work.

There is not a boy but is anxious to join the voluntary corps when he reaches the required grade, and the time is eagerly anticipated when he will be able to step into the smart little unform that give the cadets the appearance of a tidy regiment.

Major Ferguson Selects Shots

Being a rifle enthusiast, Sergeant Major Ferguson has dwelt upon this feature of it, and has exercised such good judgment in the selection of his sharpshooters that his squads have distinguished themselves and have won honors wherever they have gone.

During the season those who have the desire and ability are seen weekly at the open air ranges. In the winter they practice in out-ofschool hours in the basements of the schools, where rifle galleries are placed.

Hold Governor General's Shield

Calgary cadets hold the governor general's shield for being the most proficient in musketry and drill in the province. The province

Two years ago a team of six Calgary cadets visited Toronto and Ottawa to take part in the Ontario and the D. R. A. shoots.

In Toronto they won the Sir Henry Pellatt trophy, and in Ottawa they won the Andrews cadet championship cup. That year Cadet J. Schmick won the individual championship at Toronto, and Cadet Sergeant D. MacWilliams won the individual cadet championship at Ottawa. Each made record high scores for the Dominion, and these scores still stand to their credit, never having been beaten in Canada.

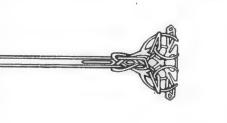
During the past year the following prizes were won by the Calgary Cadets in shooting: Two High school boys, D. MacWilliams and C. Watchorn, won places on the Boys' Bisley team that shoots in London, England. MacWilliams distinguished himself there by making the highest aggregate points, while the team got first, second and third in the aggregates, carrying off this championship.

Victors in Canadian League

The cadets won the Miniature championship and the Gallery championship in the cadet series, and were second in the outdoor series for the Dominion cup in the Canadian Rifle League competition.

Cadet C. Gratz, aged only fourteen, in open competition with the whole of Canada, won the McPherson cup for the best shot under 16. He also won the Secretary's cup for boys under 15.

Douglas McIntyre finished just one point behind in the senior championship, Quebec series



every part of the British Empire, and won it. England was the runner-up, Canada beating it by one point. D. MacWilliams for the second year in succession was the highest scorer on the Canadian team. This competition is regarded as one of the hardest, and additional glory is reflected upon the Canadian team and its members by the victory.

The Calgary boys won the Loyal Canada flag for general proficiency during the meet, a trophy which they hold for one year. At this meet the Calgary boys carried away \$400 in cash prizes.

King's Cup to Calgary Team

At the Toronto National Exhibition last year a six-member Calgary team competed against teams representing Ottawa Collegiate, Harvard Collegiate, London Collegiate and the visiting English team, and won the King's cup and the Daughters of the Empire cup, while the boys were presented with Canadian National Exhibition medals.

But while the boys have been triumphing in shooting, other departments have not been neglected. They have become proficient at their drills, and have distinguished themselves in the First Aid competitions. Five Calgary teams competed last year in the provincial competition for the Wallace Nesbitt trophy, and Central school took first place, making the highest points of any Alberta team. Each boy was presented with a new Ross cadet rifle.

Having won all these honors, the boys are preparing for more victories this year. As soon as the open air ranges are accessible they intend practicing and are hopeful of creating new records in 1914.

ONE HUNDRED AND FIFTY-SEVEN

WAYS INVEST LARGE SUMS IN CAI

In modern days a city may be told by the faith that railroads place in it, and the faith of the railroads is indicated in the sums they

invest in a city.

With approximately \$10,000,000 expended by the three railroads, operating into Calgary, the Canadian Pacific Railway, the Grand Trunk Pacific, and the Canadian Northern, Calgary leads other cities of its size in Canada in railroad investment.

The Canadian Pacific Railway is the most heavily interested. It received its lands from the Dominion government in consideration

that it constructed and operated a railroad. In late years, realizing the ultimate destiny of Calgary, it has invested heavily in permanent buildings which rank among the first in Canadá. Its heaviest building expenditure has been incurred in the last few years, and include, the \$3,000,000 Ogden car shops, the largest west of Winnipeg; the \$2,000,000 Palliser hotel, one of the biggest and best C. P. R. hotels in Canada, which is nearly completed and which will be opened this year; a \$250,000 home for the Department of Natural Resources, spacious freight sheds, and the C.P.R.

power house and laundry. These buildings alone represent an investment of \$5,500,000.

In addition the C. P. R. possesses the largest terminals between Winnipeg and the coast, with 106 miles of track, which at an average cost of \$15,000 a mile, represents additional investment of about \$1,500,000.

Both the Canadian Northern and the Grand Trunk Pacific imbued with firm faith in the city have spent huge sums, and they are each putting in terminals, trackage, and building equipment this year that combined will represent \$1,000,000 in round figures.

C. C. Snowdon

Manufacturers and Refiners

OILS GREASES

For Engine, Auto or Cylinder Use Velox. Sliptivity and Numidian Oils ARE INCOMPARABLE



Grease

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PHONES :- M 2026 - M 1040

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Company

Canada West Coal

WOOD \$7.00 per Ton \$6.25 " " Slabs, \$2.00 Poplar Blocks, \$2.25 Pine Blocks, \$2.50

Our Coals Make Warm Friends

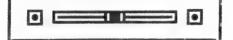
The Coal is clean, dry and has excellent heating properties. It makes a cheerful fireside and gives out heat without waste. There is little ash because it burns right through. There is no dirt to speak of in the handling. Suppose you order one load at present prices and test it. We will then be certain of having you for a permanent customer.

PROMPT DELIVERY

707 Second St. West

CALGARY, Alberta

Construction



Progressive Calgary Company Which Has Been Instrumental in Attracting Hundreds of Worthy Settlers to the City and Tributary Territory, Mr. Moxam Having Also Erected Two of the Most Beautiful Apartment Houses in the City.



EING in business and being a business man are as vastly different as two diametrically opposed situations. Men who are content to sit idly by after making an investment trusting to luck and the activities of their associates to bring about the increases in

valuations and the growth of the city in which these dollars have been placed, have been of little service to the growing city of Calgary or its

Strides made by the city during the last few years have been made possible through the endeavors and incessant efforts of young men, endowed with push and vivacity capable of carrying any movement of merit to a successful financial conclusion. Calgary is not a city of "moss backs." The industries, mercantile institutions and scores of factories of the metropolis have been brought to this centre through the deeds of the workers, the drones, of which there are few, having cast their lot with other climes because of their inability to keep up the pace of progressive builders.

When the Moxam Realty and Construction Company was established in Calgary two years ago by John A. Moxam, one of the best known realty dealers and builders of Winnipeg and now well

known as a citizen of stability of Calgary, the city was given an institution which has in a short time demonstrated its fitness as an enterprising, farsighted, company of magnitude. During the two years Mr. Moxam has been operating in Calgary he has erected the two beautiful Moxam Apartments and Houlton Terrace on Thirteenth Avenue West, which were later sold for \$70,000 cash, each, the Moxam Apartments now being the property of a large London syndicate while Houlton House is the property of Mr. Houlton. Both structures are today valued at \$100,000 each.

Ten years devoted to the real estate and building profession in Winnipeg has fitted John A. Moxam exceptionally well for the work confronting him in Calgary. His faith in the future of the city has been demonstrated by the investment of a large amount of his personal funds in various properties, personal funds having been used for the construction of these apartment houses in Calgary and Winnipeg. Seven structures, recognized as the leading elite apartments of Winnipeg were constructed and sold by Mr. Moxam before coming to Calgary.

Two years ago when Mr. Moxam selected Calgary as his future field of operations he immediately flung his energies into the commercial whirl and set about to acquire properties which have since been resold several times. He has handled several prominent subdivisions acting as the wholesaler. During the two years he has been a factor in the growth of Calgary he has sold 14 quarter sections of property inside and northeast of the city limits, Prominent among these subdivisions have been the six quarter sections in Dominion Acres and Sheffield, the 160 in the Marlborough addition and the quarter section known as LaPlaza subdivision.

Solidity of the investments offered to clientele by Mr. Moxam has been largely instrumental in elevating his company to the enviable position of financial soundness it now occupies.

Through the operation of solid business principles early adopted by Mr. Moxam and every company of which he is the head of in which he holds an interest, confidence of all clients has been cultivated, the property owner who places lands for sale in the hands of the Moxam Company resting assured of the best returns available.

Commercial cares have not been allowed to weigh heavily on John A. Moxam and he has found time constantly to devote to enterprises and movements intended for the advancement and betterment of the interests of the Greater Calgary.

ONE HUNDRED AND FIFTY-EIGHT

Beverages Limited

Progressive Institution, Modelled Along
Nineteenth Century Lines, Catering to the
Best of Calgary's People and Answering
the Demands for Superior Products of an
Exacting Populace.

ODERN establishments, embodying the latest features of fixtures and complete stocks serve a double purpose in their relation to the city in which they are located and to the general public. First impressions go far toward moulding future estimates of a city. The stranger upon arriving in the precincts of a metropolis looks about him to gain an impression of the community and even before he arrives at his hotel he has been engrossed with the aspect of the commercial establishments and buildings and the outward appearances of these institutions fixes his estimate of the remainder of the city. To be identified as one of the leading factors in the city building and development of a district one must have given some material evidence that real effort has been exerted and show specific performance for the good of the entire community. There are those who await the result of the pioneers' efforts and then fix themselves like barnacles upon the ship of progress, sapping its vitals and hindering its progress, taking away everything and giving nothing in return. There are flighty settlers in every community who are ready to pull up their stakes at the first sign of wavering and flee to other districts to repeat the operation. The man who rolled up his sleeves, placed his shoulder to the commercial wheel and lent his every energy to the development of the community to aid in the working out of the financial problems, is the man to whom the community looks today as the captain of commerce and one of the pillars of the municipality.

It is such men as the heads of the Beverages Limited Company, T. W. Gravelle, managing director, J. W. Gravelle, vice-president and John Whitebread, secretary, young in years but old in commercial experience, who have been instrumental in the upbuilding of Calgary and the development of the commercial resources of the

territory tributary to the city.

When the company was established in June, 1912, these young men entered the commercial field with a feeling of confidence in the future of the city and province. For several years both owners of the company had been trusted employees of the Great West Liquor Company, one of the oldest in the city. So efficiently were their duties performed that they were steadily promoted until the opportunity for even greater advancement presented itself and they organized the present company.

Injection of new blood and modern day methods into the wholesale and retail liquor and cigar business of the city has resulted in placing the establishment of the Beverages Limited, in an individual sphere. Although established little



INTERIOR OF SPACIOUS STORE OF BEVERAGES LIMITED

more than one year ago the business of the company has increased to such proportions as to necessitate the employment of 10 expert cigar and liquor salesmen and dealers. The bonded basement of this progressive concern is one of the largest in the city and the stock carried is capable of supplying the demands of the most discriminating buyer of the best wines, liquors and cigars.

The salesroom of the company, at 330 Eighth Avenue West, is a model. Equipped with the finest of show cases, bottled goods displayed in a most attractive manner, and cigars placed before the retail and wholesale buyer in a manner that invites inspection, the spacious quarters are the most alluring in the city. Because of the care taken in the display of all lines of goods carried the shopper is attracted to the cleanly, well managed salesrooms of the Beverages Limited. Courteous salesmen greet the visitor with an affability that leaves the customer with a feeling of satisfaction. Cut glass fixtures of the highest grade protect the expensive bottled goods, imported for the use of Calgary patrons, and the finery and artistic lines of the equipment have made the Beverages Limited the most popular house of its nature in the city.

Seven years' experience with the Great West Liquor Company have placed T. W. Gravelle in a position to answer every demand of the Calgary consumer. All territory from Red Deer south in the province is covered by this progressive concern. Because of the implicit confidence in the success of these young men the building occupied by them was erected especially by J. K. Lee & Company. The basement with a floor space of 7200 square feet is exclusively occupied by the firm while the salesroom, 3250 square feet, houses one of the most complete stocks in the Dominion. Bar fixtures of the best grade are sold by this company in all parts of the province while the Blatz beer, four brands of the best Scotch whiskey, all standard brands of liquors, imported wines and the Robinson's Spring Water, handled exclusively by Beverages Limited are shipped daily to all parts of the Dominion. Two automobile delivery wagons, are kept busy answering the wants of Calgary patrons. Ever alert to aid movements of merit for the betterment of Calgary, these young men have won an enviable position among the progressive business leaders of Calgary.

W. J. Budd & Company, Limited

Financial Brokers

Increase in real estate values would be small if it were not for the men who organize the great industries of our western land. W. J. Budd & Company has devoted its attention to the bonds and stocks of Canadian industries, and the loaning of private funds where valuations are most conservative. Mr. W. J. Budd, the president of the company, is one of the best known financiers in the West and his record as an organizer of successful companies



W. J. BUDD

is an enviable one. Among the best known companies formed by him are the Alberta Portland Cement Company of Calgary, the Rocky Mountain Cement Company of Blairmore, the British Columbia Portland Cement Company of Princeton, B. C., and the Keystone Portland Cement Company of Blairmore, Alta. Mr. Budd also formed the Calgary Power and Transmission Company, now the Calgary Power Company, the corporation which supplies the city of Calgary with electric light, and a company favorably known in all the markets of the world. In addition to these companies Mr. Budd is actively associated with other concerns which are helping to build up Western Canada. He is much sought for upon directorate because of his organizing ability, and his reputaion of bringing all his companies to the point of profit making success. Mr. A. E. Stillman, the vice-president and general manager of the company has been identified with several well known companies, and previous to taking charge of this company's activities was connected with the Great West Permanent Loan Company, the Canada National Fire Insurance Company and other leading financial concerns. He is considered a keen judge of investment values as well as being an expert in mortgage and corporation work. The company has clients in all parts of the world. Its connection in Eastern Canada and Great Britain are most important. The company places money in first mortgages at

the highest current rates and enquiries are solicited from all who are interested in the more conservative class of recognized investments. The office files are kept up-to-date with information concerning Western investments of all kinds and valuations and advice on all subjects financial will be given gratuitiously. The company will offer some splendid opportunities for investment during 1914. Advance particulars can be obtained on request.

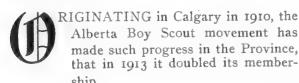


A. E. STILLMAN
ONE HUNDRED AND FIFTY-NINE

Boy Scout Training Makes Better Boys

Headquarters For Province At Calgary

Courtesy, Gentleness, Kindness and Firmness Instilled Into Minds of Youth by Masters Aid in Character Building. Calgary Lads Win Prizes by Thoroughness and are Taken to England



It has spread with such lightning-like rapidity that it covers 53 towns and villages in the Province, from away north of Edmonton to the southern boundary, and from those 53 towns and villages come reports that the behaviour of their boys is vastly different, because of the influence of the training. The boys, they say, actually think before they act, and their unconscious cruelties of speech and action are things of the past. They have found that the movement is making true boys, boys who mix courtesy and gentleness with their innate boyishness, and who are not afraid to take a few risks in running the straight course.

To have accomplished so much in this part of the Empire, many thousand miles removed from headquarters, in London, England, indisputably shows that the movement has its merits.

It has to be taken into account that conditions here are not so amenable and helpful to the movement as in the older and more disciplined districts, but despite the fact that the Western boy is not naturally subdued to obedience, he voluntarily came forward and submitted—for the good of himself.

Calgary experienced and met with such great success that it was not long before the Province was bubbling with impatience to make the start, and as befitted the fact that the Calgary Local Association was the Father of them all, it was only natural that the headquarters of the Provincial Council should be placed in Calgary.

The Calgary Scouts have everything to be proud of in the way in which they have bolstered the cause. Several thousand miles from the headquarters in London, Eng., they have yet displayed an enthusiasm which has resulted in a large band being formed to adhere to the principles promulgated by their veteran leader, Baden-Powell.

Taught obedience, not discipline, the way to war against bad influences, not against men, and trained with a view simply to building up character, to observe the code of honor, to its fullest and greatest extent, they are splendid examples of Calgary boyhood.

In this new country it was thought the greatest difficulty would be experienced in securing influence over the boys, the air instilling the very spirit of exaggerated independence, but the idea caught on so securely, that there are now four troops and 133 boys actively

A. T. Jewitt, H. Northcote and Rev. C. W. E. Horne, were the originators of the movement in Calgary, and such zeal was displayed, such energy was thrown into the work, that the Boy Scouts of Calgary became known from one end of the Dominion to the other. The princi-

ples of the scout-leader were taught, incidentals were added to lend additional interest, the boys were well looked after, competitions were arranged, and everything progressed nicely. Today the 133 boys in four troops are working under four scoutmasters and about 50 are impatiently waiting until word comes that troops have been formed for them.

The Calgary Scouts, too, have distinguished themselves in the past, and when the call came for a Canadian Scout contingent to attend the Coronations of King George and Queen Mary in 1912, it was decided that only those with King's Scout degrees should take part. There were 25 chosen in the Province, and of that 25, 12 were from Calgary. They were led to England by Scoutmaster H. Northcote.

To stimulate interest, and maintain it at proper pitch F. Baxtarr, who is vice-president of the Calgary local, and secretary-treasurer of the Provincial organization, nurses extensive plans for the future. He suggests that permanent headquarters for the Calgary Scouts be formed and that the organization here should be maintained more on the lines of the Y. M. C. A. He thinks an effort should be made to to obtain sufficient funds to purchase a site and erect a general headquarters, equipped with gymnasium and lecture room, sufficiently large to be used when necessary for drilling combined troops; a separate room for each scoutmaster of a size to accommodate a patrol for special instruction, and a concert hall that could be rented to the public. He further suggests that for purpose of income the swimming bath could be thrown open to the public one

or two nights per week at a fair charge which would bring revenue.

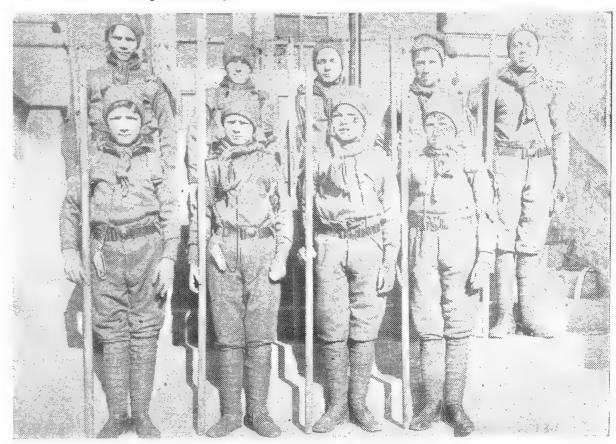
Shortly after the idea had taken root in Calgary, it spread outside, and enquiries poured in to officials as to the quickest and best methods of organization. Questions were freely answered, and it was not long before there were sufficient troops in the Province to justify the organization of the Provincial Council, its headquarters being established at Calgary.

Enthusiasm throughout the Province continues without abatement. Secretary-Treasurer Baxtarr reports that troops are formed weekly, and within one week in March of this year applications for organization came from Lac La Nonne, away to the northwest of Edmonton, from Tofield, from Redcliffe, from Vegreville and from Vermilion.

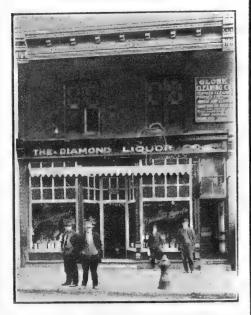
The idea has spread to 53 towns and villages of Alberta and there are now completed in the Province 1,266 boys and officers. Last year the report showed there were only 510, so that in one year the Provincial Association has more than doubled.

The officers of the Provincial Council of the Boy Scout Association (incorporated), are Provincial Commissioner Lieut.-Col. James Walker, Assistant Commissioner A. Hannah, Calgary, and Hon. Provincial Secretary-Treasurer J. E. Baxtarr.

An additional incentive will be given it is expected with the appointment of a Dominion Organization Secretary, towards the support of whose work the Duke of Connaught has been successful in raising \$35,000 already.



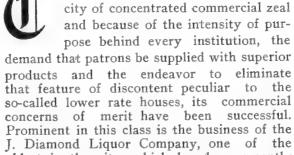
CALGARY BOY SCOUTS IN WINTER UNIFORM



New Quarters of the Diamond Liquor Company, at Eighth Avenue and Second Street East.

别

PIONEER LIQUOR STORE OCCUPIES NEW STORE ON PROMINENT CORNER



ALGARY IS A COSMOPOLITAN

concerns of merit have been successful. Prominent in this class is the business of the J. Diamond Liquor Company, one of the oldest in the city, which has been recently purchased by Paul Pouplier, one of the best known liquor men in the Canadian West who was for years a trusted employee of the Golden West Brewing Company.

Ten years ago the firm was established by J. Diamond, who has now retired from active business. Enterprise of Mr. Pouplier was demonstrated immediately after taking over the business when he arranged for the occupancy of the spacious business at the northwest corner at Eighth Avenue and Second Street East, one of the busiest corners in the city. More than \$20,000 has been invested in the high class of goods carried by Mr. Pouplier and because of the class of trade to which this store caters it is patronized alike by ladies and gentlemen. Deliveries are made to all parts of the city and the courtesy and care with which the patrons of the store are met, insures success for Paul Pouplier and the J. Diamond Liquor Company.



Banff, Beauty Spot of Canada, will soon be Famed as a Winter Sport Resort



Canadian Pacific Railway Takes a Hand and Plans Improvement of Tobogganing, Ski-ing, and Skating Opportunities. Hotel will be Open the Year Round as a Mecca for Tourists

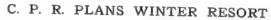
ANFF, the beauty spot of Canada, the natural playground of Calgary, only 85 miles away, in Kicking Horse Pass of the Rockies, is coming into

Although it is estimated that more than 50,000 people found interest and recreation among its mountains, sulphur springs, lakes and drives, during the last summer, this is

GOVERNMENT ESTABLISHES RARE ZOO

The pet of the C. P. R. and government, millions of dollars have been spent in enhancing those natural beauties for which Banff is famous. In connection with the general scheme for the beautification of the National Park, the government has established the nucleus of a rare and valuable zoo, has put

as one of the rare places in the world. The result has been that a summer resort Banff has made wonderful strides, and with the more solid settlement of this part of the country, with the growth of Calgary it will advance ahead by leaps and bounds.



Besides reigning supreme as a summer resort it will soon become known as a 'Queen of the Winter. Somewhat of its own volition it has been budding forth as a winter resort, but now comes the semi-official announcement that the C. P. R. will determinedly take Banff in hand, and that the resort will make her proper debut this coming season, and ensure that the winter sports are made sufficiently attractive to compete with those for which Switzerland is famed.

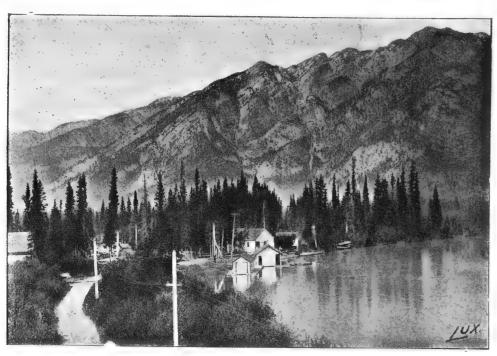
The big toboggan slide has already gained local recognition, and has resulted in many Calgarians being attracted thither in the depth of winter.

KEEP HOTEL OPEN YEAR ROUND

Now it is stated the C. P. R. will open their magnificent hotel all the year round instead of closing it for a few months in the winter as has been the custom. The organization of these sports will be left entirely with Swiss guides, acquainted with the various practices of Switzerland.

Ski-ing, skating, tobogganing, snow-shoeing and sleighing will be the order of the winter, and C. P. R. announcements which will be made following a meeting in Winnipeg shortly, will anticipate big winter sport developments.

Experienced tourists who have chanced to pass that way in the winter and who have had experience at Swiss winter resorts, unite in declaring that Banff is eminently fitted for it. It has every natural advantage, plenty of sunshine, a fine fall of snow, and an endurable climate.



THE ETERNAL ROCKIES AS SEEN FROM BANFF

asserted to be only a little of the vast tourist trade that will be attracted during the next

Known only as a summer resort at the present moment, it possesses boundless possibilities as an all the year round resort, and its winter attractions are just on the threshold of being developed.

in miles and miles of drives leading up the mountains and the vicinity, like the Sulphur and Tunnel, and along the river bow with its beautiful rapids, has fenced in a roaming ground for the buffalo, and has opened several rare sulphur springs.

The C. P. R. has erected a magnificent hotel at a cost of several millions of dollars that harmonizes to a nicety with the scenery in which it is placed, and have advertised Banff

now drilling and as many more expect to be in operation soon.

(BY A. OWEN JENNINGS)

HE eyes of the world are now centred on Calgary, the self-owned, selfcontrolled, self-operated, and selfsupported city. Less than three years ago the writer came to Calgary, then a city of scarcely 50,000 inhabitants, hile today it is crowding the 100,000 marl It might not be out of place to mention that previous to coming to Calgary I had been in practically every fast-growing city in the west, and for a permanent and substantial growth all one needs to do is to look about and see the new Palliser (C. P. R.) hotel, costing between \$1,000,000 and \$2.500,000; the Hudson's Bay Company's new store, costing over 250,000; the Calgary Furniture Stores, the Lougheed block and Sherman Grand theatre, the Herald block, the Canada Life building, the new P. Burns block, the MacLean block, the Commercial Club building, the I. O. O. F. block, the Beveridge and Judge Travis block, the O'Sullivan block, the Mackie block, under construction-the King George, Alexander and Grunwald hotels, the Allen, Bijou and Rex picture show houses, besides dozens, or one might say, thousands of other buildings, including many large wholesale houses the C. P. R. shops and a number of smaller industries, all completed in the past three years. One can then begin to realize something of Calgary's growth, but the greatest growth is yet to come.

The day of wild speculation in real estate is past, not by any means meaning that no money will be made in real estate in the future, on the contrary, more good legitimate dollars will be made in Calgary realty during the next 10 years than in the past 10 years, but it will be bought and sold on its merits or market value, not bought at any price the

smooth salesman might ask on his promise to turn it for you in 30 days at 50 per cent in-

NATURAL RESOURCES ARE RICH

Within a radius of 20 to 25 miles of Calgary may be found an inexhaustible supply of sand-



A. OWEN JENNINGS

stone, sand and brick sand; while a little farther out is coal. All indications now point to Southern Alberta as one of the greatest oil fields in the world. Of course it is now only in the first stages of development, but geologists and oil experts from all parts of the globe have examined the fields and without an exception, all say oil is there in paying quantities. At least a dozen companies are

CALGARY'S FUTURE IS BRIGHT

In the centre of 50,000,000 acres of the most productive farm land on the American continent, on which thousands of the best farmers from the States and the Old Country are settling each year, and instead of sticking to the old staples, viz.: wheat and oats, are taking up mixed farming. Calgary, seeing the future of this country as to stock raising, has passed a bylaw appropriating \$350,000 for stockyards, and with the three railroads already here and one building, Calgary's future as a commercial centre is assured.

MANUFACTURING AND JOBBING

At the present time there are about 95 factories in the city, including two large breweries, a number of large sash and door factories, a nail factory, three large flouring mills, furniture and interior finish factories, showcase works and a number of smaller industries.

The new Industrial building just started, when completed will cost upwards of \$250,000 and will house 50 to 75 factories, and some space is already contracted for.

Calgary is a most healthy city and the climate is ideal, the summers are cool and the winters mild; it is 3,389 feet above the sea level and south of the latitude of London, England, and Berlin, Germany.

In education and religious institutions it ranks with any of the older cities of Canada, Europe and the United States.

With the enormous emigration from all parts of the world, especially the States, which until recently looked upon Western Canada as nothing but a bleak wilderness, Calgary is destined to be the first city of the great Canadian West and second to none in the entire

ONE HUNDRED AND SIXTY-ONE

Calgary, Railroad Center of West, Sees Millions Expended In Transportation Lines.

New Trade Territory Tributary to the City is Opened by Hundreds of Miles of "Feeders" Constructed by Rival Railway Lines Striving for Their Portion of the Growing Business of this Productive District.

ALGARY'S railroad vision enlarged more in 1913 than in any previous year of her history. While railroads have been heading for Calgary since the city became established as the centre of the Middle West, no one dreamed that she would become the centre of such a spider web of roads as is being woven around the city.

In the Calgary district alone there are completed and in operation 2,000 miles of railroads, every foot of which is a feeder for Calgary, while a study of route maps application at Ottawa and Edmonton show that there are 1,300 miles of railroad either under construction or in contemplation in the near future.

In railroad importance, Calgary will soon be second to no other city on the whole of the prairies. The city is on the threshold of an era of railroad development that will not cease until every competing line has a finger in the Calgary pie. It is too rich to overlook.

Millions will be spent in this railroad development, and it is interesting to figure approximately the amount that will be spent in constructing Calgary "feeders" within the next decade

Between them, the C.P.R., G.T.P. and C.N.R. have route maps and surveys for 1,200

the south, and includes 1,525 miles of C.P.R. roads, 341 of Canadian Northern roads, and 130 miles of G.T.P. lines. In that area the projected lines are: Canadian Pacific, Bassano to Swift Current, via Empress, Blackie to a point on the Kipp-Suffield line, Kipp to Suffield, Bassano to Coronation, Bassano to Lethbridge, Empress to Coronation, Empress to Milden, Tudor to Red Deer, Weyburn to Stirling. Canadian Northern, Calgary to Pincher Creek, Calgary to Edmonton, Calgary to Banff, Calgary to Macleod and the boundary. Grand Trunk Pacific, Calgary to the south boundary, Calgary to Biggar. Calgary and Fernie railroad, Calgary to Fernie. Dominion Western, Calgary, Pincher Creek, Cardston and boundary. Great Northern, Great Falls to Calgary.

From which will be seen that the railroad activity has only just in a measure begun, although a fast pace has been kept up by all roads since the competitive era began with the advent into Alberta of the rival transcontinental companies. This brought about the building of C.P.R. branches to conserve the south country, and since then they have been the leaders in construction in this district.

Last year, although it was not counted as one of record activity in the west, saw the C.P.R. construct the following lines: Suffield

The G.T.P. and C.N.R. indulged in a race to enter Calgary first with their already commenced lines, the C.N.R. in February last beating out the G.T.P. by about one week

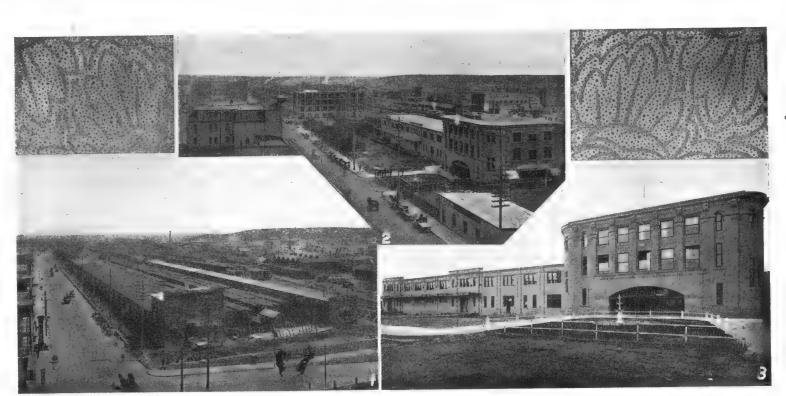
ing out the G.T.P. by about one week.

In announcing the intention of the C.N.R. to build one of the finest stations in the Dominion in Calgary, Assistant General Manager J. R. Cameron declared, "The C.N.R. recognizes the fact that Calgary is already a very important western traffic centre and will continue to develop."

continue to develop."

A few days later, on February 27, the G.T.P. opened a regular schedule on their road from Calgary to Mirror, and almost simultaneously two rich, well settled areas, including threescore of towns, were opened up to Calgary.

The C.P.R. is concentrating every effort upon the straightening and double tracking of their main line through Calgary from Montreal to Vancouver, no expense being spared to put in a perfect road bed, and to secure the best grades. The heaviest of steel, 85-pound metal, is being used in this work, and the greatest care is being taken in its laying, which goes to show that this road will be the main one for all time across the continent, as far as the C.P.R. is concerned. In connection with this. work is proceeding on the Rogers Pass tunnel through the Rockies, an undertaking that is



CANADIAN PACIFIC INVESTMENTS IN CALGARY

1—C.P.R. Freight Sheds and Trackage. 2—General View of Depot and Grounds. 3—Entrance to C.P.R. Station.

miles of road that will open up new territory tributary to the city. In addition, there are the Calgary and Fernie railroad, inspired by Calgary people of solid standing and financed by Old Country money; the Alberta Interurban, which has already made a good start on construction, and the Great Northern, which is known to have the country full of stakes, all heading for Calgary.

This makes about 1,500 miles under construction and in contemplation. Consider that it costs \$25,000 to build a mile of rail on the prairie, and this is a conservative estimate, and some idea of the sum to be invested in railroad building in Southern Alberta can be obtained. It amounts, roughly, to \$37,500,000. The work involved is equal to laying a double

track from Winnipeg to Calgary.

There are already completed and in operation nearly 2,000 miles of track in the Calgary district. This district extends from Swift Current in the east to Revelstoke in the west, and from Lacombe and its branch in the north

to Kipp, graded 25 miles, track laid 57 miles; Gleichen-Shepard, graded 40 miles, track laid 25 miles; Bassano-Empress line graded 118 miles; Stirling east, track laid 50 miles.

The Dominion Western Railroad, which has a charter to construct a road to the boundary, and which its Calgary promoters declare will tie up the main line of the Great Northern, just south of the boundary, will be pushed ahead with all possible speed, according to O. E. Culbert, of Calgary.

Whether it is a Great Northern undertaking or an independent road remains a matter of conjecture. Its capital stock is \$6,000,000, which, according to promoters, is held in New York and London. They assert the contracts for grading will be let shortly, and that the road will be graded this year and in operation in two years. It takes a slightly westerly route south of Calgary, goes through Pincher Creek and Cardston, and crossing the boundary connect with the Great Northern. This will open up large coal areas and will pass close to the oil fields of Southern Alberta.

costing around \$7,000,000, and huge gangs are engaged on the preliminary work in this gigantic scheme, which will have the effect of shortening the route to Vancouver and lessening the present grades considerably.

The double tracking from the east will be practically finished this fall with the completion of the road between Bassano and Swift Current. The road is graded practically to Empress, and the track laying gangs are now at Bassano awaiting a favorable opportunity to start work. It is requiring 30 whole freight loads of steel and ties for this work, and this is being accumulated at material yards at Bassano, where over 100 men are now employed. A high authority of the C.P.R. estimates that this year 2,000 men will be employed on C.P.R. construction work in the Province of Alberta.

It is a feature worthy of note that when the lines under construction and contemplated are completed, Alberta will have a far greater mileage than any of the other provinces in the Dominion. The figures are: Alberta, 4,733; Saskatchewan, 4,007; Manitoba, 872,

to the Crow's Nest Pass, and the boundary in ONE HUNDRED AND SIXTY-TWO

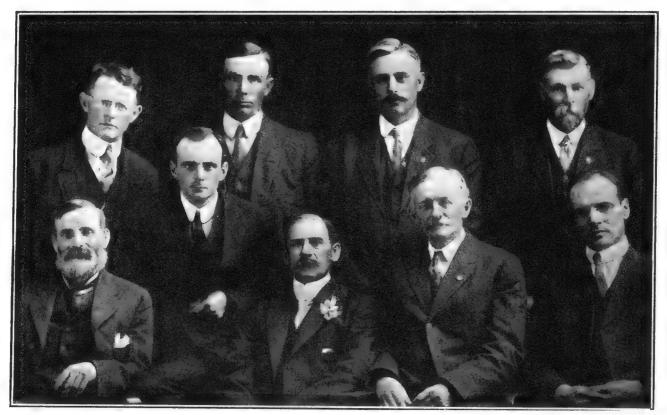
THE ALBERTA FARMERS' CO-OPERATIVE ELEVATOR COMPANY LIMITED

Soil Tillers Own Company, Handling Thousands of Bushels of Grain, Which Has Solved the Elevator Problem for the Farmer and Has Enhanced His Grain Profits.

ROWTH of the great Dominion of Canada, particularly the Canadian West, has been dependent upon the agricultural resources which for years have lain dormant, and in the betterment of the conditions of the sturdy farmer whose courageous nature has been instrumental in garnering dollars from the virgin soil. Elimination of the farmer and the dismissal of the products of the soil he has made possible eventually means the eradication of the standards upon which business foundations of the Dominion have been laid.

a man of the ability of E. J. Fream, superintendent, the magnitude of the scope of the concern may be partially grasped. When it is again remembered that during the first few months of the existence of the company more than 2,000,000 bushels of grain was handled and shipped to terminal elevators and abroad when grain of quality is demanded, the critic engaged in aiming vitrolic arrows of skepticism at the solidity of the company, loses his ammunition.

Plans are already under way for the erection of more elevators in Alberta to be operated by



DIRECTORS OF THE ALBERTA FARMERS CO-OPERATIVE ELEVATOR COMPANY

Officers selected at the Lethbridge convention in 1914. Top row, left to right: P. S. Austin, of Ranfurly, C. Rice Jones, of Veteran; R. A. Parker, of Winnifred; R. Sheppard, of South Edmonton. Bottom row, seated: E. Carswell, of Red Deer; J. G. McKay, of Provost; W. J. Tregillus, president, of Calgary; J. Quinsey, vice-president, of Barons, and E. J. Fream, secretary, of Calgary.

When the Alberta government made possible the creation of the Alberta Farmers Cooperative Elevator Company, placed the means in the hands of the soil tillers themselves, with which to erect and operate the largest string of elevators in the Dominion, the possibilities for the advance of agriculture were increased many fold. A cursory glance at the business of the concern since the establishment in September is sufficient to convince the most skeptical of the ability of the farmers to conduct their own grain marketing through the employment of trusted and efficient men of business acumen.

Already 51 elevators have been either erected by this mammoth company or purchased through the aid of the government, 85 per cent of the value being provided by the government while the remaining 15 per cent is provided by the farmers themselves. These elevators, where thousands of farmers are marketing their crops are manned by capable men educated to the grain business and because of the unusual foresight and commercial energy exhibited and demonstrated by these men and their superior officers, the grain has been marketed at a profit to the farmer that he had not known before the organization of the co-operative company.

When it is considered that the farmers grain company business requires the employment of about 125 men in Alberta alone, 15 of these men being employed in the head office at Calgary and all of them under the direction of

the farmers under the co-operative basis on which the concern was organized. As fast as these elevators are erected, they will be manned by farm experts, men of recognized ability, who will handle the products of the farmer in the efficient manner of the modern farmer. Business methods on the farm are as necessary as business methods in the metropolis and the recognition of this fact has made possible the success of the Farmers' Grain Company.

At the head of the Alberta Farmers' Cooperative Elevator Company stands William
J. Tregillus of Calgary, one of the pillars of
this industrial city and one of the men who
has made possible the development of the wide
territory tributary to this city. Aiding him
in the management of the company is Mr. E.
J. Fream, who for three years has been the
farmer's friend in the grain business. Mr. J.
Quinsey of Barons is vice-president.

With the entrance of the Alberta Farmers' Co-opertive Elevator Company into the fertile field of the province a new era has dawned for the soil tiller. The elimination of the middle man and the saving of the profits for the agriculturist has enabled the farmer to reap greater profits for his toil and to place his home and family on a higher plane of culture, education and advancement. The farmer has come into his own and with the assistance of men of the capability of the heads of this concern, his field of endeavor promises to become annually broader and his future is assuming a more roseate hue.

Calgary is Centre of Sportdom of Canadian West

Rugby Football, Horse Racing and Lacrosse have Thousands of Devotees in Calgary.

CALGARY, CITY OF SPORTS Owing to cosmopolitan character of populace every known sport has its followers in Calgary and Morning Albertan Sport Page

HE AVERAGE Old Countryman or the average American when he takes his first glance at the sporting pages of The Morning Albertan will be surprised. Of course he will first look to see what is doing along the line of his favorite pastime. Then upon second look he will find articles describing games of which he knows ab-

solutely nothing.

The man who has just arrived from the British Isles will note that a great deal of space is devoted to football and cricket. This will make him feel quite at home until he begins to read about base-ball, or lacrosse or hockey. The American who gets his first glimpse of The Albertan sport page will find the latest "dope" about the American, National, Federal or other leagues. Then he will notice that a great deal of space is described. notice that a great deal of space is devoted to football—not the football of the American, but soccer football—the transfer of famous players; the results of games played 6,000 miles away between them. tween teams that are strange to him. Then the



REV. ROBERT PEARSON —Secretary Y.M.C.A., who aims to encourage clean sport.

Americans will begin to read about lacrosse or hockey which are games just as foreign to him as soccer football.

The Western Canadian has become accustomed to such things and does not feel slighted if two thirds of the space in the sporting pages is devoted to games which are of American or British origin. In fact the Western Canadian will read with interest about all the games with considerable intelligence. Of course the real Canadian likes lacrosse and hockey best but he is educated to the parlance of baseball and knows a great deal about the British games—football and cricket. All of which is another way of saying that the Western Canadian is an all-round sport.

Every nation's sport flourishes in Western Can-

ada and in Calgary in particular.

If you come from the United States and can play baseball the Calgary Amateur Baseball league will or if you happen to fan you can attend plenty of games during the summer time, either professional or amateur. If you are a rugby player you will be welcomed, for Calgary has one of the best rugby teams in Canada. The kind of rugby played here varies a little from the brand of "football" that Americans are used to but when you have seen a few games you will agree that the Canadian rugby is far superior to the American variety.

Western Canada has as many Dominion championships as Eastern Canada at the present time.

The amateur and professional lacrosse titles are held in Western Canada, the Canadian hockey title is held by the prairie teams and the Dominion football championship still rests here as no Calgary team has ever been defeated in a Dominion championship contest.



HORSE RACING IN ALBERTA Shows great forward strides, and finest racing plant in Western Canada will be built in

ORSE RACING whether it be with thoroughbreds ridden by brightly garbed jockeys or with Standard bred harness horses driven to rubber tired sulkeys enjoys great popularity in Alberta. Nearly every town and hamlet from the Montana border to Edmonton has its race track.

Even the inland towns not touched by railroads hold races. Alberta is famous for the horses bred and raised within its borders.

It is unnecessary to go to California, Tennessee or Georgia to train for Alberta's winter climate equals any in the world. Last December while trainers were wading their horses through snow and mud in the south the Calgary horsemen worked their young horses over dust covered solid tracks.

THOUSANDS IN RACE PURSES

Although the climate may have always been favorable for training horses it was not until the last eight or ten years that horse-racing has become popular. This year at the Calgary Exhibition races \$20,000 will be given away in stakes and purses. Some of the best horses in America will be here.

George Haag, one of the best known trainers and drivers of horses in Canada, describes his impressions as follows:

"I arrived in Calgary June 19, 1906. On the fol-lowing day I was asked to attend a matinee over the old mile course at Victoria Park. And here is what I saw:-A large brown mare that had more or less daylight under her and boxed her knees quite a few times when rounding the turns; a little black pacing pony branded with a large T on his hip and a rough going trotting mare with her tail tied down to keep her from taking the lines out of the driver's hands. These three horses were the whole bill of fare in Calgary. This time Edmonton boasted of practically the same class and about the same number; Lethbridge had one or two; Medicine Hat a couple and High River about the same number. Of all those horses not one could step a mile in 2:20 over a mile track.'

Times and conditions have changed. This year in Calgary alone over 60 horses are being put into shape for the spring and summer campaign.

HORSE SHOW BIG SUCCESS

This month the largest horse show ever held in Calgary was staged in Calgary. Over 1,350 horses

The finest racing plant in Western Canada is now under construction by the Chinook Jockey Club. It will be a mile course which will cost, when completed, \$100,000, the capital being provided by local horsemen. The club holds both a Dominion and Provincial charter. This club will devote itself exclusively to thoroughbreds.

Morning Albertan Cosmopolitan Sport Pages Cater to Every Known World Sport.

> CANADIAN RUGBY FOOTBALL Is one of best organized sports in Alberta, and for brief season furnishes exciting games. Calgary Tigers are championship

N the autumn, after the baseball season has been brought to a close and before hockey boys begin to sharpen their steel blades, the athletic enthusiasm of Calgary is centred upon rugby. Perhaps for the benefit of those who have never seen the Canadian gridiron sport it would be better to call it by a more distinctive name—Canadian Rugby—for it is distinctly a Canadian game. The best way to describe the game perhaps is to say that it is a cross between American Football and British Rugby.

Rugby football is one of the best organized sports in the Province. The Alberta Rugby Football Union, formed in 1911, absolutely controls all rugby played. Championships for Senior, Intermediate and Junior titles are played off each season. The union has complete control of the players as long as they are in uniform and the unpleasantness that sometimes characterizes rugby contests have been completely eliminated by the stringent enforcement of the rules of the Union.



ARNOLD WARK Captain of Calgary Tigers

Rev. "Bob" Pearson is president of the Alberta Rugby Union. An old Toronto Varsity man himself, he knows rugby probably better than any other man in Western Canada.

The Alberta Rugby Union has always been progressive and has worked hard for reforms and rule revisions. The next rugby in Western Canada will be played under an entirely new set of rules which are being drafted by "Bob" Pearson at the present time. No radical changes will be made in the style of game played but the antiquated laws which have governed or attempted to govern the game in Canada for the last 10 years will be clarified. Credit for the agitation which led to this move belongs to the Alberta Rugby Football Union.

The snap-back system of putting the ball into play will pr bably be given a tryout in the Intermediate and Junior series this next fall.

TIGERS OLDEST IN WEST

The Calgary Tigers represent the city in the senior division of the Alberta Rugby Football Union. The Tigers are the oldest rugby organiza-tion in Western Canada. The Western Canada championship was won by the Tigers the first time that it was competed for but since then it has been won in turn by Winnipeg and Regina.

Dr. E. G. Mason is president of the Tigers and has been ever since the club was organized. Arnold Wark, the fastest and trickiest halfback in Western Canada has been captain of the team for the last

LACROSSE GETS NEW LEASE OF LIFE **CALGARY**

ACROSSE, the Canadian National game, is experiencing a marked revival throughout the whole Dominion, after several years of apparent decline. Consistent effort and better organization was all that was required to give this spectacular of summer

games a wider and brighter sphere.

Lacrosse in its true garb is strenuous but not necessarily brutal although some rough men play it as well as other games. Its very strenuousness affords certain opportunities which may be taken advantage of by a few who are unacquainted with the true spirit of sport. Still in spite of all that may be done in the way of precaution accidents are

sometimes unavoidable. Hockey, football, rugby, baseball, polo, boxing, swimming, boating, riding and shooting have their fatalities, but lacrosse has no death roll.

The Alberta Provincial League, while not large last year, had a successful season, ending in a tie between High River and the Calgary Chinooks, which was decided by a "sudden death" game on the Cochrane Polo grounds, the local team winning the honors after a thrilling game.

Prospects are now bright for the formation of several sections of the senior league.

The Calgary Chinooks are now training at the Y.M.C.A. in preparation for the Canadian championship series which they are to play at Vancouver during the latter part of May.

The Central Club with whom was associated for years that tireless lacrosse booster, Jimmy Mc-Queen, has passed out of existence or, properly speaking, has evolved itself into the Adanac Lacrosse

That lacrosse will be popular among the younger generations this year is certain, and due to a great degree to the Western tour of Joe Lally, the Cornwall promoter, who is going from town to town organizing school leagues, and supplying the boys with sticks at cost.

Many of Calgary's prominent citizens are concerning themselves with the success of the game this season and will lend their best efforts to

A treat is in store for followers of the game this summer as Con Jones of Vancouver has made arrangements for an all-star English team to make a Canadian tour, playing in all the larger cities and towns across the continent.

The Canadian game has a strong hold in some parts of England and is continually gaining in favor.

Calgary Has Finest Accommodation For All Classes of Sport

Association Football, Tennis, Basketball, Baseball and all Indoor Sports each have large Number of followers.

BASEBALL IN CALGARY

Is one of most popular pastimes. The outcome of a patriotic move, it is now on a firm basis, with thousands of devotees.

ASEBALL, the American national game, is the only game played in Alberta by professional teams. At various times attempts have been made to start pro-hockey and other typically Canadian games but each has ended in a failure and the pro-fessional baseball game would have had the same brief existence as the other professional games but for the fact that the men behind this game have had great faith in future possibilities.

Probably the most remarkable feature of the baseball played in Western Canada is the fact that the games are played after the usual supper hour. The long summer evenings make this possible and frequently it is as late as nine o'clock when a Western Canada league game is completed. The Western Canada league is known throughout America as the

Twilight league for this reason.

The start of professional baseball was more of a patriotic move than a money-making scheme. In the early days—and it might be mentioned that the term "early days" denotes the period before 1907—semi-pro baseball was popular. Rivalry between towns and cites in this province was so intense that in some cases the cost of supporting a semipro organization was almost as much as that of an out and out professional team.

The first Calgary baseball team was recruited in and around Boston. A Calgary citizen was selected to go to Boston to meet the team expected to



SAM SAVAGE -The father of baseball in Calgary.

make Calgary famous. Eight hundred dollars was voted by the city to pay the expenses of the man who was to bring the team to Calgary and several thousand more was collected to pay the expenses of the team. The team that started from Boston never reached Calgary

The future Bronks were defeated so often by the semi-pro teams of the New England States that a new manager was secured and practically a new team recruited.

Calgary finished last that year, Medicine Hat being the first pennant winner. The other cities or towns in the circuit were Edmonton and Lethbridge.

The extravagance and experience of the first season's baseball caused the Twilight league to suspend operations in 1908 but in 1909 the Western Canada League was organized from the remnants of the old Northern League, the Alberta League and the addition of two Saskatchewan cities, Moose Jaw and Regina. Medicine Hat won the pennant that year but it was an exepnsive luxury.

Calgary's first pennant was won in 1910 after the most exciting race in the history of the league. Bill Carney piloted the first Calgary pennant winners.

Moose Jaw won the flag in 1911, Bill Hurley being the leader of the victorious team.

1912 the league was almost dissolved. Winnipeg dropped out as did Moose Jaw, Regina, Saskatoon (Saskatoon was admitted in 1911) Lethbridge and Medicine Hat. Edmonton and Calgary still wanted baseball and Red Deer and Bassano were admitted, making a four club circuit. This was another disastrous year. In 1913 another change was made and Edmonton, Calgary, Medicine Hat, Moose Jaw, Regina and Saskatoon formed a six club circuit. Edmonton, Moose Jaw and Saskatoon made money that season.

Baseball was then beginning to get down to a safe and sane basis. In the fall of 1913 the club owners drew up an agreement, each posting a forfeit of \$1,000 that they would stick together for five years, win or lose. James Fleming of Medicine Hat was appointed president and was paid \$1,500 per year. A salary limit of \$1800 per month was agreed upon.



JOE F. PRICE Sporting Editor of The Morning Albertan

BOYS' SPORT

in Calgary is conducted extensively and is ruled firmly by principles of fair play, thanks to untiring efforts of J. M. Sharpe—Sports are well organized.

NE of the most encouraging features of amateur sport in the city has been the promotion of sport among the younger boys, and with it, the emphasis that has been laid on the higher ideals in sport, and the remarkable results that have followed these modern methods have surprised even the most enthusiastic believers in athletics in the

School teams, for instance, have played their games season after season without a player being reported to the league for unsportsmanlike conduct, and in the school hockey season just closed, 200 games were played with only three protests being recorded, and they were on minor points.

Similar progress has been made in the junior leagues which abound in the city, and in the High and Preparatory school athletics, the latter two, being under the jurisdiction of the Interscholastic Athletic Association, which governs all competitions between the secondary institutions of the city and which has developed a new and healthy spirit of sport among students.

The Interscholastic Athletic Association with eight teams and the Junior Tigers, provided a great increase in the popularity of rugby among the younger element last season. Mount Royal College won the Interscholastic Championship but lost the Provincial title to Edmonton.

The Collegiate Institute won the Intermediate title and later the Junior Provincial championship with one of the fastest and cleanest little aggregations that ever represented a High or Preparatory school in the country.

In hockey, Mount Royal won the Senior Interscholastic championship with the Collegiate Institute scholastic championship with the Collegiate Institute head of the Intermediate series, and also tied with Western Canada College in the Junior. The Iroquois Athletic club won the championship of the Junior Hockey league, with the Tigers and Maple Leafs tied for the Juvenile. Great interest was centred in the school hockey leagues, 35 teams competing, Central, Haultain, St. Mary's and Earl Grey schools winning the various championships. Grey schools winning the various championships.

Lacrosse as a Junior or Intermediate sport was only played by the Interscholastic last year, the Western Canada College winning the Collison Cup. This year a determined effort is being made to popularize the national game among the boys.

The Pirates won the Junior Baseball league championship, after a hard season of games. Forty teams competed in the school leagues, playing the Playground game, under what was known as the "Calgary rules" compiled by Secretary Sharpe of the Y.M.C.A. and which have made the game just as fast and popular as the outdoor game with the added attraction of being able to play it on school grounds. The trophies in the league were donated by The Morning Albertan.

The Intermediate Provincial Basketball championship was won by the Y.M.C.A. Boys' Division, Edmonton being the runners up. The Interscholastic championship was won by the Collegiate Institute.

The Junior Soccer championship was won by the Callies, a clever little team, the players of which have grown up together.

The responsibility for the promotion of the boys' athletics has largely fallen upon J. M. Sharpe, secretary of boys' work at the Y.M.C.A., and to his energy and ability is due the success of junior sports in the city. Their organizations on a standard basis, the weight system of grading, the development of the high spirit of sportsmanship, and the wonderful self-governing methods of organization, leaving everything to the honor of the boys, even to the appointing of officials for each game, by the home teams, has been entirely due to his efforts to put athletics on a basis that contributes to the general welfare of the young players

The healthy interest in athletics of all kinds among the boys' and the increasing interest of the more mature athletics in the youngsters, with the growth of the efficient and centralized organizations promoting it, means much to senior sports in Calgary in the future. It will not be long before Calgary teams will be composed almost entirely of Calgary

The Dominion Championship for Years has been held by Football Teams Whose Players are Calgarians.

ASSOCIATION FOOTBALL

Has sixty teams in Calgary league—Most played game of any in city, Calgary boasting some teams of championship calibre.



J. K. Matheson Secretary Alberta Football Association

In the City of Calgary today there are something like 60 teams playing Association football. Each team is allowed to sign 20 players, which gives a total number of organized players of about 1,200. In addition to this there are many football players who are not actively connected with any team.

The Calgary City and District Football League is the governing body of football in the city. The president is James Gow, who has had wide experience in football in Scotland, and now directs the league in Calgary

with tact and good management. The secretary is J. K. Matheson, who has also seen long service in Scotland, having been secretary in various organizations since 1901—thirteen years ago.

Besides being in the happy position of being the home of more enthusiastic footballers than any other city of its size on the continent the city also has two champion teams of the Dominion of Canada. These two teams are the Hillhurst and Callies. The Hillhurst team held the championship in 1910, while the Callies held it three years in succession. Neither of these teams have ever been beaten in a Dominion championship. The Callies have won the championship of Calgary for 10 years in succession, and there are still men on the team who played in the first games of the club.

This year the organization of the clubs is almost perfect. So enthusiastic are the players and supporters, that it is quite evident that association football now ranks with any other sport in the Dominion of Canada. During the winter "The Morning Albertan" conducted a very popular old country football competition, and thousands of dollars were dis-

bursed to competitors.

There is good reason to hope that Calgary will hold Dominion championships this year. The officers of the league are strong men, and they have the backing of all the clubs. Grounds second to none in the country will be obtained, and the finnerical side of the question has been almost arranged. ancial side of the question has been almost arranged.

Last year was the most successful in the history of the league, but it is expected that this year will eclipse all previous records. One great reason for the success of football in Calgary has been the intercity games, introduced by Ex-President John R. McEwan. To encourage these games will be the aim of the present executive. of the present executive.

HOCKEY WILL FLOURISH WITH ASSURED ARTIFICIAL ICE



A. McKinley President Chinook Hockey Club

Hockey has once again come and gone with its always increasing charm and the past season has perhaps been the most successful in the history of the game. In the East and on the coast of the Pacific ocean the game has flourished as a professional venture, while in the amateur ranks it has advanced with leaps and bounds.

In Alberta, while teams did not win the highest honors as did the sister province to the East, Alberta teams have nevertheless made more marked

progress in extending the scope of organized leagues. The senior game is gradually getting faster and the number of teams is increasing while the intermediate groups which were organized for the first time were really entitled to the lion's share of credit both as regards number and exciting finish.

The Vics of Calgary won the provincial cham-pionship and lost only one game to a team of their own class during the entire season.

Dominions of Edmonton won the senior cham-pionship and went to Moose Jaw where they played a sudden death game against Regina Vics to determine which team should have the right to play Winnipeg Monarchs for the Allan Cup. The Albertans were defeated 5 goals to 2. In point of attendance Calgary has been outdone by Edmonton but this is due to a great extent to rink accommodation and weather conditions which are, during the most of seasons, unfavorable for hockey in

Artificial ice has practically been assured for next winter, which, if it materializes, will be a boon to the great winter sport here.

To write of hockey without associating with it the name of Robert Pearson would be overlooking one of the greatest reasons why it has so wonderfully grown in public favor during the past two seasons. As president of the Alberta Hockey Association he has proven a most efficient and tireless

ONE HUNDRED AND SIXTY-FIVE

KNOEPFLI



Builder of Homes Who Has Erected Hundreds of Calgary's Most Beautiful Residences.

ONSISTENT COMMERCIAL GROWTH brought about by the development of the resources of the fertile district surround-ing Calgary and the activity displayed by business men from many climes who have pinned their faith to the city has resulted in the establishment of scores of factories

and industries. With the coming of industries the demand for men has been increased. Following in natural sequence, the homes for these men and their employers have been constructed. Calgary is a city of beautiful homes. During the last several years the residences of the metropolis have been the one best drawing card. Thousands of substantial settlers have been attracted to the commercial centre of Alberta by the display of financial independence shown in the magnificent structures erected by expert builders possessed of a rare knowledge of the art and conversant with that which beautifies the home surroundings.

Homes of a city are at all times taken as the that community may be judged. Palatial residences with scenic grounds are significant of successful business enterprises. Shabby surroundings and tumble-down dwellings denote lack of the energy which spells success in the community.

Calgary's home-owners, who are among most substantial of the province of Alberta, have been fortunate in securing the advice and co-operation of eathusiastic, energetic young men, versed in the very latest methods of construction work. The education of these young men along the lines of architectural grace and workmanship has resulted in the erection of Calgary homes of which the city is proud of which rival communities are envious.

Eleven years ago a young carpenter who had handled a saw and hammer since he was able to lift the tools, wended his way from Hesper, Ontario, to Calgary. When the city was just entering upon its period of greatest growth it is now enjoying, this youthful stripling purchased a handful of lots in the heart of the downtown residence district. His investments were wisely made but the purchase of the property did not satisfy the young man's ambitions. To improve the lots with substantial

homes" was his desire and his enthusiasm for the growth of the city was soon instrumental in erecting palatial homes on each of the lots and the sale of these homes to the citizens who have become leaders in the province.

This young man, still beardless but old in commercial sense, has developed from a carpenter to



J. A. KNOEPFLI

the most important home-builder in Calgary. J. A. Knoepfli, the name is familiar to hundreds of residents, last year constructed 47 houses in Calgary at a cost of \$3,000 to \$15,000 each. He has been the right hand man of the homeseeker whose chosen

city is Calgary.

Nine years ago when the firm of J. A. Knoepfli
and Company was formed the few dollars garnered by this young man in carpenter work was invested in Calgary real estate. Downtown property suitable for residence sites was purchased. This property is now listed among the high priced lots of Calgary. The brothers were not content to allow the property secured to remain idle awaiting a possible purchaser but the lots were beautified and homes of modern design were erected.

The influx of settlers from all parts of the country created a crying demand for roofs to shelter the people. And the demand was not for shanties. People who had chosen Calgary for their homes demanded substantial homes with nineteenth century conveniences, erected along modern lines and beautified by architectural construction.

J. A. Knoepfli has supplied this demand. The 15 houses erected by this energetic young builder during the last few months are models of architectural beauty and convenience. Mr. Knoepfli is not a contractor in the strict sense of the word. The many homes he has erected have been built on his own property and the homes have later been sold to the residence seeker before ever having been occupied by a family. His business is home building, providing a roof for the settler after resources of the district have brought that settler to the city. And his moderate prices have been an aid to the betterment of the community. He has not been classed among the get-rich-quick variety of contractors who have in many cases been a menace to the welfare of many communities. His has been a business which had to do with the settler direct. His fair and openly honest method of dealing with these thousands has been the one secret of his success.

More than 300 homes of the better kind in Calgary More than 300 homes of the better kind in Calgary have been erected and sold by Mr, Knoepfli. The city has a publicity bureau. This publicity bureau has been instrumental in attracting many men of means to the city. But the attraction of settlers to the city does not complete the circle. These people must be cared for after reaching Calgary. Mr. Knoepfli has been one of the men who have provided the homes to shelter the new settler and his unflinching faith in the future of the city combined with his upright business methods has placed him in an enviable position as a home building leader in Calgary's commercial life.

Sutherland Realty Company

Calgary Concern, Headed by H. R. and W. A. Sutherland, Which is Attracting Many Investors Calgary and Edmonton by Sound Business and Residential Investments.

NVESTING of outside capital in business and residential properties in the large centres of the Canadian West has brought about development and advancement in a remarkably short space of time, the cities making strides which would have been impossible had the future been left to the actual residents. During the last few years Calgary and Edmonton have accomplished results which have required a score of years in cities possessed of less vigor and peopled by men of lesser commercial activity and weaker mentalities.

The placing on the markets of the larger cities of the Dominion and the United States of profitable properties and opportunities for increasing the earning power of the dollar has been one of the factors which have brought the influx of population to Calgary and Edmonton, these well located subdivisions having been offered to the public by men of staunch business integrity to whom selfish motives have been foreign.

In the Sutherland Realty Company of Calgary, the city possesses an institution of unusual value to the province because of the activities of these young men in bringing settlers of worth to the province, many of them having located on the two beautiful subdivisions owned by the brothers in Edmonton.

College Heights, a little more than two miles from the post office at Edmonton is now being

built up and is daily becoming more popular as one of the beauty spots in the residential district of the capital of the province. With the exception of a few lots, the entire 40 acres in College Heights has been sold to home builders who are now erecting commodious residences on their property. Scores of lots in this subdivision have been purchased by Calgary people as investments, the glowing possibilities of the district attracting the shrewd business man of means. All the way from Ontario to Britsh Columbia have come people to purchase these tracts and erect homes, the same rule prevailing with the Sutherland Park subdivision which is now being sold. This quarter section is three and three-quarter miles from the Edmonton post office, ideally located, the lots having been sold largely to Edmonton and Calgary merchants and professional men.

Calgary has been chosen as the head office of the company, branches being operated at Belleville, Ontario, and other points, while an angency is maintained at Edmonton, both H. R. and W. A. Sutherland devoting their entire attention to the management of the head office at Calgary.

Possibilities of the west for the advancement of the young man endowed with that rare degree of commercial sense necessary to the attaining of the goal of success is clearly demonstrated in the work of the two Sutherland Brothers. When the business was established in Calgary in 1910 as Sutherland and Campbell, the city was in the midst of its greatest period of development. After spending seven years in the dry goods business with the W. R. Brock Company at Toronto, H. R. Sutherland came to Calgary and immediately plunged into the thick of the real estate game. His ability to grasp opportunities when presented, his keen perception and ability to peer into the future and catch a glimpse of the oncoming trend of population, industries and other institutions of merit, laying the

When W. A. Sutherland came to Calgary from Toronto after spending 15 years in the wholesale drygoods business, he too became enamored of conditions and entered into the business with his brother, the firm now being known as the Sutherland Realty Company, the brothers having operated under that firm's name for nearly three years

foundation for the success he has attained

Aside from Edmonton properties they have purchased valuable holdings in Calgary, owning more than 25 lots in Ree Heights and well located residential and business properties in other portions of the city.

Being a business man and being in business are ifferent as two opposites. The Sutherland different as two opposites. The Sutherland Brothers have demonstrated their abilities as live business men, not only gaining financial success but taking an intense interest in every movement of merit planned for the betterment of Calgary and Edmonton.

THE IMPERIAL SUPPLY COMPANY, LTD.

1029-33 10th Avenue West, Calgary, Canada

Dealers in Builders' Supplies, Redcliff High Grade Brick, Fire Proofing Tile, Ornamental Iron and Construction Necessities Whose Shipments Cover the Province.

AN'S ADVANCEMENT, as well as that of the community of which he is a part, is determined by the implements at hand and the possession of those necessities which enter into the erection of structures which house industries-the life blood of the municipality. To the institution or individual who makes possible the placing of these requirements at the very door of the builder, greater credit is due than to him who sits idly by watching

his investments grow into dollars and allows the more progressive and enterprising fellowmen put their shoulders to the commercial wheel for the development of the city.

To become identified as one of the leading factors

in city and province building and the developing of those districts, an institution must have given some material evidence that real effort has been exerted, and also show specific performance for the good of the entire community. No better means of proving citizenship's sterling qualities may be found than that test which discloses the deeds of heads of the city's institutions for the betterment of the municipality. To those who have taken a leading part in supplying citizens with the necessary building equipment, thereby aiding in the upbuilding of Calgary, belongs this distinction.

ONE HUNDRED AND SIXTY-SIX

Little more than one year ago, two aggressive young business men (who came to Calgary from the eastern cities several years previous) became imbued with the commercial spirit of the hustling western city, and after spending a short time in the employ of another corporation, decided to launch forth into the commercial seas for themselves. Today these young men are listed among the prominent and pro-gressive business men of Calgary, and their business has grown to such proportions as to command the attention of scores of contractors and builders throughout the province. These men, Peter J. Mayer and Harry D. Peterman, are now the active heads of The Imperial Supply Company, Limited, George M. Christie being president, Mr. Mayer being vice-president and general manager, and Mr. Peterman secretary and treasurer. Confidence in Mr. Mayer and Mr. Peterman has caused Mr. Christie to turn the entire business of the Imperial Supply Company into their hands.

Builders' supplies of every description have been furnished by the Imperial Company to contractors in every large city of Alberta, these necessities enter-

ing into the construction of the largest buildings erected during the last year.

Lime and Pontland cement, Empire wood fibre, plaster, cement, brick, building papers, roofing slate,

Beaver board, Bedford stone and tile, ornamental iron, metal windows, and all the other high-class products which are required by the exacting builder, are found in the spacious warehouse of the company at 1029 Tenth Avenue West. These materials are being daily shipped as far north as Edmonton, where, entering a field of keen competition, this company has won contracts because of the superiority of articles furnished and their careful, conservative, painstaking methods of doing business.

In connection with the Imperial Supply Company, the Mayer & Peterman Company is operated, the latter firm representing the Redcliff Brick and Coal Company, Limited, of Redcliff, Alta., as sole agents in Calgary for the products manufactured by the above company. During the last year Mayer and Peterson have supplied the brick for several business block fronts in Calgary and other cities of the province.

Since Mr. Mayer and Mr. Peterman left the employ of one of the largest firms in Alberta and established their own business, they have gained commercial rank in Alberta because of their early adoption of the square deal business policy. They have taken a prominent part in civic and social affairs, and their roseate future is the envy of com-

Y.W.C.A. Flaven for Deserving Young Women.

After Months of Toil Calgary Matrons, Aided by Substantial Business Men, Have Provided Homey Homes, Educational, Social, Religious and Athletic Advantages for the Lass Away From Loved Ones.

(BY DAISY MACGREGOR)

Only one who is interested in the work and follows developments can realize fully what the Y. W. C. A. has accomplished in Calgary since the opening of the first house in 1907. Hundreds of girls have found a home with homelike surroundings and cheerful companionship since its beginning and despite the building of the present large "Y" and the acquisition of an annex equally as large, many girls are still unable to obtain accommodation.

The Calgary Y. W. C. A. was organized after a meeting held in Knox church in July 1907, Mrs. G. W. Kerby being appointed convenor. An advisory board consisting of Hon. W. H. Cushing, Thomas Underwood, Judge Stuart, W. G. Hunt, R. J. Hutchings and G. W. Rowley was selected and before this board the ladies laid their plans for a campaign. The presidency of the association went to Mrs. Thomas Underwood, who has proven most ably fitted for the position ever since.

November of 1907 saw a house with accommodation for 14 girls rented, and Miss Ada Luton put in charge as general secretary. This building soon proved too small to meet the growing demand and in April 1909, with what could be termed most courageous courage the



MRS. HERBERT GLASS

board decided to purchase six lots on Twelfth Avenue West, on which to erect a home. These lots cost \$11,500 and by a canvass of the business men of the city a woman's edition of a city newspaper, tag day and a refreshment booth at the exhibition, by September sufficient funds had been raised to pay the cost.

When the lucky month of November rolled around again a five days' campaign was inaugurated to raise \$15,000 for the building. Once more the women were successful and the money was forthcoming.

In the spring of 1910 the new building was begun and the end of the same year saw the "Y" and its furnishings established in the splendid new home.

NEW BUILDING OPENED

The building was formerly opened in February 1911, and many Calgarians were responsible for the admiration expressed at its appearance, Mr. Hugh Neilson having furnished the library, Messrs. Wood and Bryan, the gymnasium, Mr. J. R. Jaynes the bath rooms, Messrs. Metcalfe and Shepard the offices and many others smaller articles.

The women who had labored so hard and so successfully towards fulfilling their ambitions were the officers and the board which included the Honorary President, Mrs. G. W. Kerby; the President, Mrs. Thomas Underwood; the Recording Secretary, Mrs. A. B. Cushing; the Corresponding Secretary, Mrs. H. G. H. Glass; the Board of Directors, Mrs. W. H. Cushing, Mrs. G. H. Blow, Mrs. J. C. McNeil, Mrs. J. C. Sycamore, Mrs. F. G. Marwood, Mrs. F. Currie, Mrs. L. P. Strong, Mrs. J. A. Walker, Mrs. W. J Budd, Mrs W. G. Hunt, Mrs. W. Toney, Mrs. A. J. Sayre, Mrs. D. G. Lamont, Mrs. Fred Langford, Mrs. D. Carter, Mrs. C. A. Stuart, Mrs. D. J. McCutcheon, Mrs. Grant McKay, Mrs. A. M. Terrill, Mrs. P. S. Woodhall, Mrs. A. MacWilliams, Mrs. J. G. Van Wart, Mrs. G. Cook, Mrs. R. B. Francis and the Secretary, Miss E. Bradshaw.

BUSINESS MEN ARE TRUSTEES

The trustees of the institution included the best known business and professional men of the city, including Messrs. Thomas Underwood, Hon. W. H. Cushing, R. J. Hutchings, Judge Stuart, R. B. Bennett, M.P.; Senator J. A. Lougheed, Dr. T. H. Blow, A J. Sayre, James Findlay, J. R. Jaynes, J. C. McNeil, H. Neilson, W. G. Hunt, E. H. Crandell, G. J. Bryan, G. E. Woods, Colonel James Walker, H. A. Sinnott, Dr. Gibson and E. G. King.

GROWTH OF WORK

From the first week in the new building it has been filled to its capacity and was daily turning girls away. In September of 1911 an annex was opened in the fifth storey of the new Underwood building and have as many girls could be accommodated as in the main building. Mrs. Clerihew was appointed matron of the annex but before long the need for more room was felt again. A list of boarding and rooming houses is always kept on hand for the use of those who cannot be accommodated at the buildings.

INSTITUTIONAL WORK IS SUCCESS

The board has always felt that in a growing city such as Calgary the social side of life must be emphasized and towards this end many social evenings for the girls and their young gentlemen friends have been given, the Christmas, New Years, St. Patrick's Day and Valentine parties of the present year giving ample testimony of the cordiality and enjoyment of these events.

Swimming classes, for which the gymnasium was most splendidly equipped, have been a most successful feature of the physical culture work. Members numbered about 300, while in the gymnasium and basket ball classes the

attendance has been upward of 200. Tennis is a feature of the outdoor life in summer and the courts at the building have been crowded with girls at every spare moment.

The library and reading room has some 500 volumes for circulation, as well as a dozen magazines and the city newspapers.

Bible classes have always been held Sunday afternoons when the girls have been the guests of the "Y" at tea afterwards.

Millinery, dressmaking, French and German, English, Literature, Sight Singing classes and a course of lectures on "First Aid to the Injured," by Dr. Walker, have all been excellent features of the work and all have received an interested patronage from the girls.

EMPLOYMENT DEPARTMENT IS BUSY

So many requests for workers, especially domestics and many applications for positions were received by the secretaries that finally it was decided to open an employment bureau, and Miss Kennedy was placed in charge. During the past year more than 1,570 applications were received from employers and over 890 women and girls placed in positions.



MRS. G. W. KERBY

GROWTH DEMANDS EXTENSION WORK

For the past three summers a cottage at Banff has been kept open for girls who wish to spend their vacation there and this has been a most successful place. This patronage has shown the need the place has filled. The very first summer 164 girls were accommodated there and each year has seen the numbers increasing.

The Travellers' Aid is also a part of the "Y" work and the two secretaries of this organization have met thousands of trains during the year and assisted thousands of girls and women.

At present the association is under the direct management of Miss Celia Glass, general secretary. Many innovations will be brought up at the annual meeting in May.



CALGARY IS TEACHERS' TRAINING GROUND



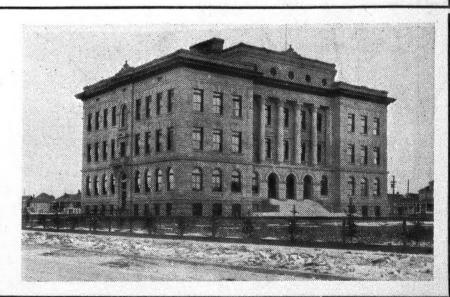
ALGARY is the training ground for the teachers of the Province. The handsome Normal school, erected by the Provincial government, since its inception has trained about 450 teachers for first grade certificates and 890 for second-class certificates, beside giving special short courses of one month each year to some 60 certified teachers from Great Britain.

Constructed in 1908 it is fully equipped to meet the expanding needs of this growing district, and it attracts students from all over the Dominion and United States for its "teachers-in-training" classes. In conjunction with the Normal school, and in the same building is a Normal Practice school, consisting of eight public school departments, in which the teachers are given opportunity for practice teaching, and observation of the work of skilled teachers.



The Handsome Normal School, Calgary, Where Alberta Teachers are Trained.





Alberta's Future Lies With the Farmer---Attractive Rural Homes the Solution---Agricultural Progress Means Prosperity

--- D. C. COLEMAN

General Superintendent of the C.P.R. Sounds Note of Warning to the Over-Zealous Speculative Interests and Says the Advice of the Financial World to Canada Is: "Go to Work" and "Back to the Land"

ANADA has twice the area of the Roman Empire in the days of Antonines. With this vast area, and with great stores of natural wealth, it supports a population of eight millions. Even with such a scanty population, there is unemployment and some poverty. Our Western cities would be well advised to study this supremely important fact.

Canada has borrowed from Great Britain and Europe, three billions of dollars. On that sum interest must be paid, and faithfully and regularly paid, if our credit is to remain good. The interest cannot be paid out of the fruits of speculation, but only out of developed resources. Our great resource is the productive prairie soil. Unless we can show this year, and annually hereafter, a considerable increase in the acreage under cultivation in Western Canada, the financing of Canadian enterprises will be a matter of difficulty. The world of finance says to Canada, "Go to work."

MAKE FARM LIFE ATTRACTIVE

To lead the people to the land we must see that farm life is made as attractive as possible. We must be generous in provision for good roads, we must be liberal in extending rural telephone and rural mail delivery systems. We must carry educational facilities to the door of every farmhouse. We must see that the young are not driven to the city to find amusement and recreation. Beyond that, we must see that the farmer has the privilege of borrowing money for development purposes at reasonable rates. We must see that he is encouraged to go into diversified farming, so that he will not be absolutely dependent on wheat growing. We cannot have a great nation here, if like India, it must every year wager its all on the duration of a summer shower.

IRRIGATION OPENS VAST FERTILE AREA

There are encouraging signs in connection with agricultural development, in the district of which Calgary is the centre. Economic pressure has sent laborers from the building trade, and railway construction work back to farm work.

Alberta has been making great progress in the direction of mixed farming, and a sufficient supply of labor will stimulate the movement. The irrigation works of the Canadian Pacific,

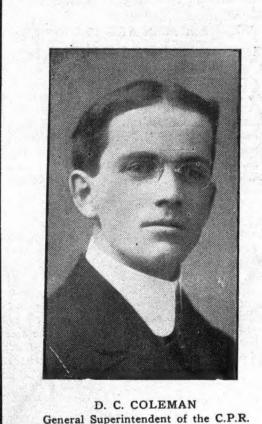
splendid in conception, and efficient in execution, are nearing completion, and will throw open to settlement many thousands of acres.

The price of livestock bids fair to be high for some years to come, and in spite of low grain prices, our farmers can afford to face the future in a hopeful spirit.

CALGARY A TRANSPORTATION CENTRE

Each of the four cities of Alberta has special advantages which justify its existence, and which justify confidence in its ultimate destiny, but this particular article is supposed to refer to Calgary in particular, and to its position as a transportation centre.

The relations between Calgary and the Canadian Pacific Railway Company have been almost invariably agreeable and friendly. Trif-



ling differences which have arisen have been disposed of in a spirit of mutual confidence and good-will. The citizens of Calgary have loyally stood by the pioneer railway, and the

most censorious critic of the railway company must admit that it has done its duty by the

RAILWAY PAYROLL IS GROWING

Calgary has the largest railway payroll of any city in Western Canada, with the exception of Winnipeg. If the Canadian Pacific, as I think we may reasonably expect, maintains its commanding position in the transportation world, that payroll will continue to grow. The volume of traffic handled will regulate the size of the payroll.

More traffic will mean more work at Ogden Shops, and will hasten the day when that great plant must be extended. Around that plant allied industries will grow up, just as the brass works has already done. In any case if traffic develops as we expect, it will take an army to conduct the business of the railway, and another army to supply the wants of the workmen and their dependents.

CANAL OPENING AN AID TO BUSINESS.

There is much speculation in Calgary as to the effect of the Panama Canal on the transportation business. Nobody can foresee what the effect will be, but it will undoubtedly cause a certain disturbance in present conditions. It is too early to say if a great volume of Alberta grain will move to the world's markets by way of the West Coast, but if it should so happen the Canadian Pacific will be found ready.

Two years ago the President of the Company, on the recommendation of Vice-President Bury, began the work of double-tracking the line from Calgary to the Pacific Coast. It is one of the most stupendous undertaking ever taken in hand by any railway. It will be the first railway on this continent to double-track its lines through the mountains. When the work is completed, Calgary will occupy a commanding position, as it will be closer to the coast ports than any other city of the prairie provinces, and in addition will share largely in the benefits of a great traffic movement over the only double-track line through the Rocky Mountains.

CALGARY'S FUTURE IS ROSEATE

If we are wise enough to take measures toincrease the acreage under cultivation until the cities are no longer out of proportion in population to the producing community on the soil; if we establish and encourage those industries, such as packing houses, for which this country is particularly adapted; if we discourage feverish speculation, which inspires distrust in the financial markets; if, as a community, we walk the paths of prudence, honesty and temperance; -- Calgary will not require the discovery of oil or any other special gift of fortune to make its future fair, prosperous and noble.

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Authorized Capital \$2,500,000

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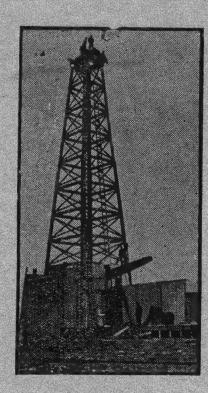


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O. S. CHAPIN Pirst Vice-President

M. D. GEDDES Second Vice-President

A. W. PRYCE JONES Secretary-Treasurer



DIRECTORS



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O. S. CHAPIN

M. D. GEDDES

A. W. PRYCE JONES

G. N. BULL

G. S. WOLVERTON

JOHN BURNS

THE people of Calgary have evidenced a most optimistic feeling in connection with this Company's undertaking as shown by the amount of stock subscriptions to date, numbering many of the ultra-conservative citizens of Calgary, as co-developers of our natural resources with the "United"

> (signed) Carlton Kipling, Fiscal Agent

Subscription

A limited number of ordinary shares for sale at par (\$10.00) payable 50 per cent. on application and 50 per cent. on allotment.

Prospectus and Application Forms can be secured at Head Office

United Oils Co. of Alberta 300 P. Burns Building

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